

Subject: Re: App Review Process, Guidelines and Timeline

From: Phillip Shoemaker

Received(Date): Wed, 21 Apr 2010 14:37:37 -0700

Cc: Kevin Saul ,Ron Okamoto

To: Philip Schiller

Attachment: ARGuidelines cmp.pdf

Date: Wed, 21 Apr 2010 14:37:37 -0700

Privileged and Confidential

Phil, I was able to compress the file down to a 9MB PDF. I was able to review it on my iPhone, so hopefully this will be good enough.

If you'd prefer it to be a text email, let me know and I can get a reviewer to put it together for you (but it will be time consuming.

Thanks.

Exhibit PX 0101

4/21/10 9:05 AM Top News

Documentation To Read 4/21/10 9:06 AM

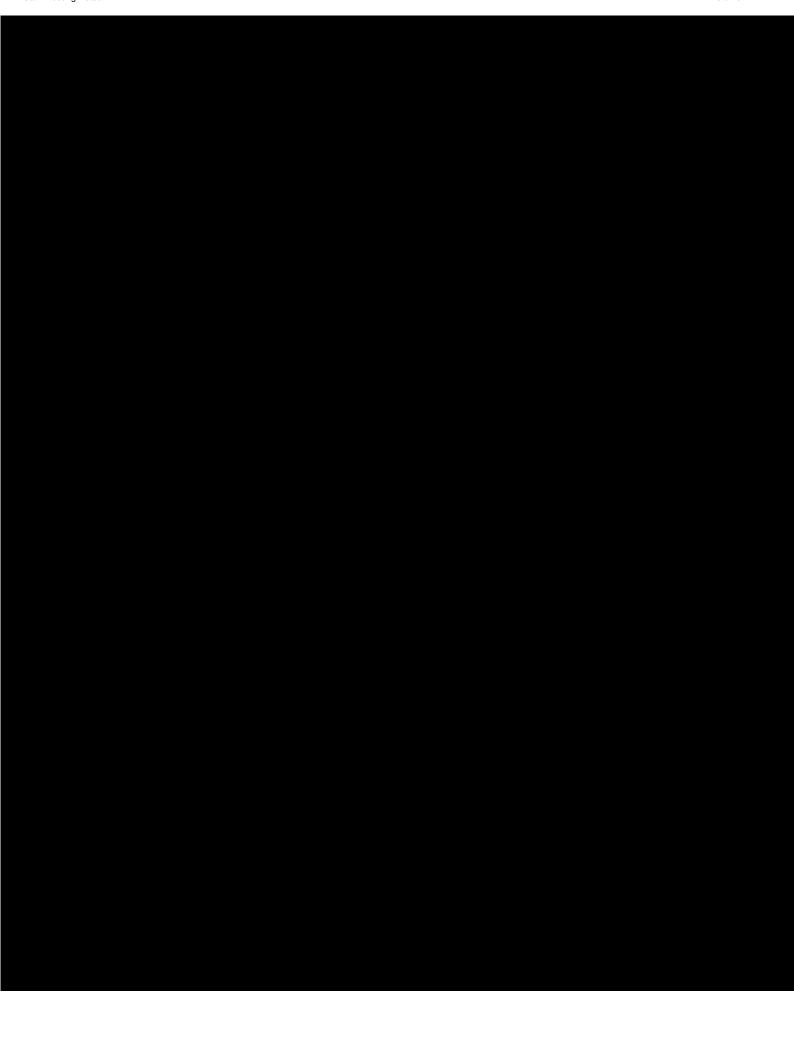
Documentation To Read 4/21/10 9:06 AM

4/21/10 9:07 AM Archived Top News

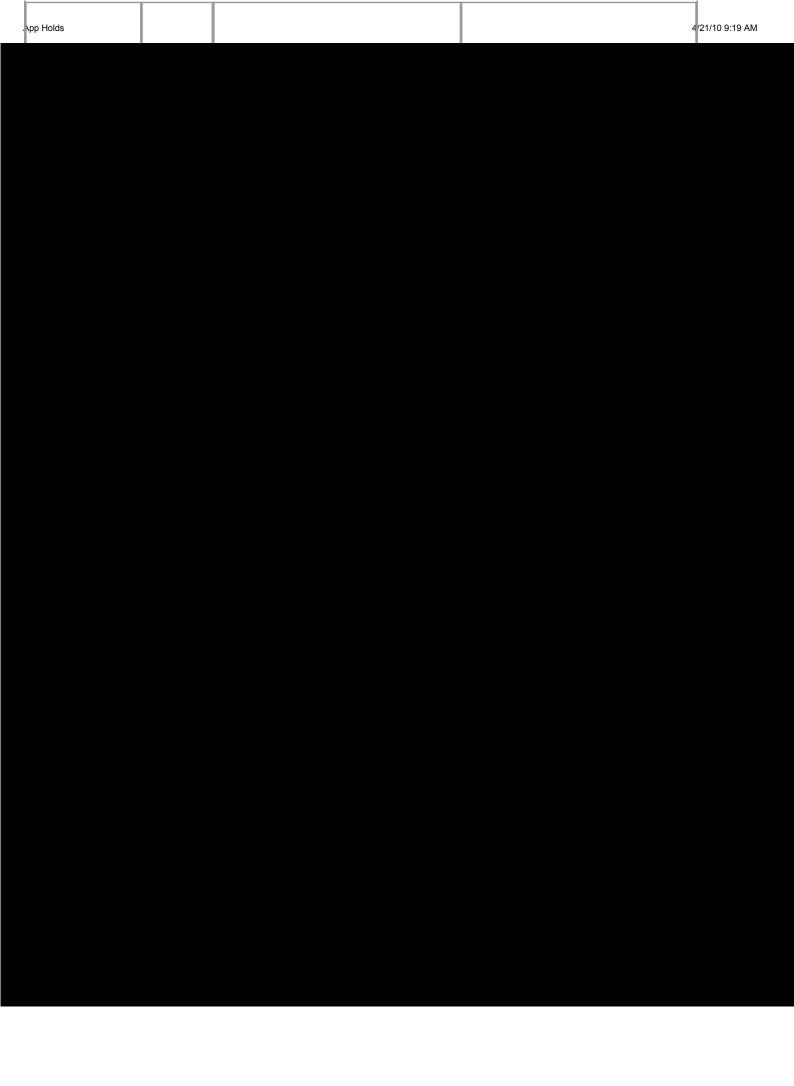
4/21/10 9:07 AM Archived Top News

4/21/10 9:19 AM Staff Meeting Notes

Staff Meeting Notes 4/21/10 9:19 AM



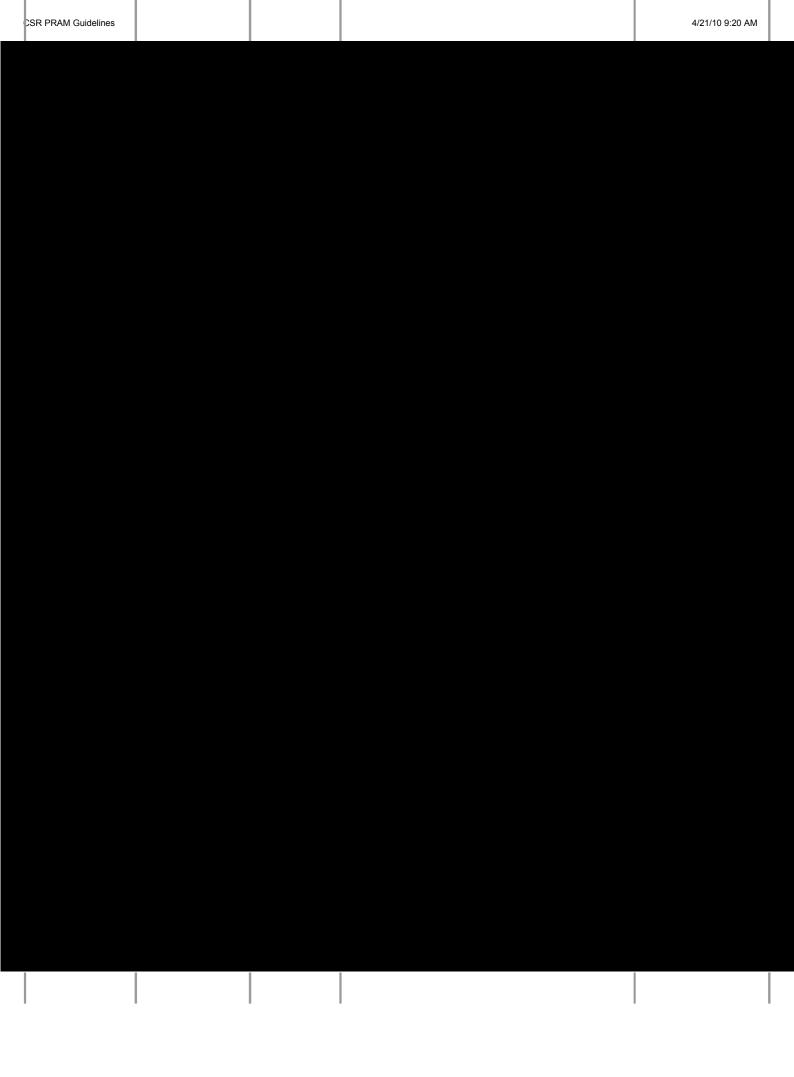
App Holds 4/21/10 9:19 AM

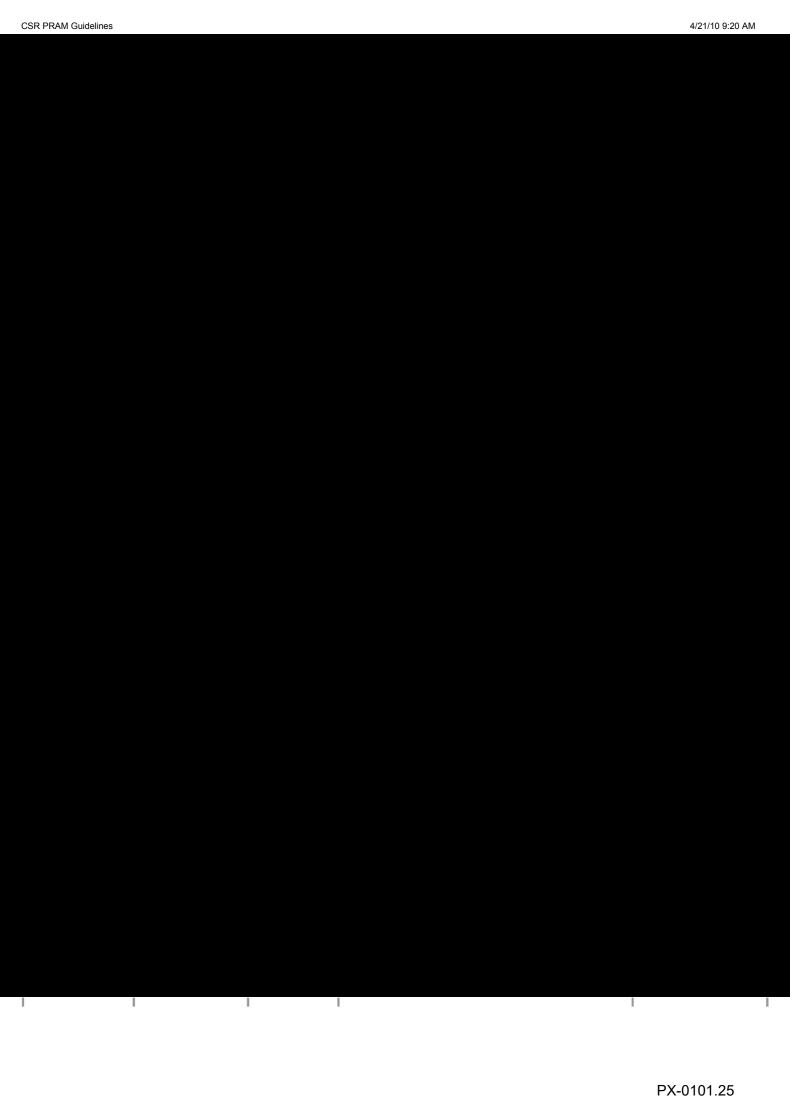


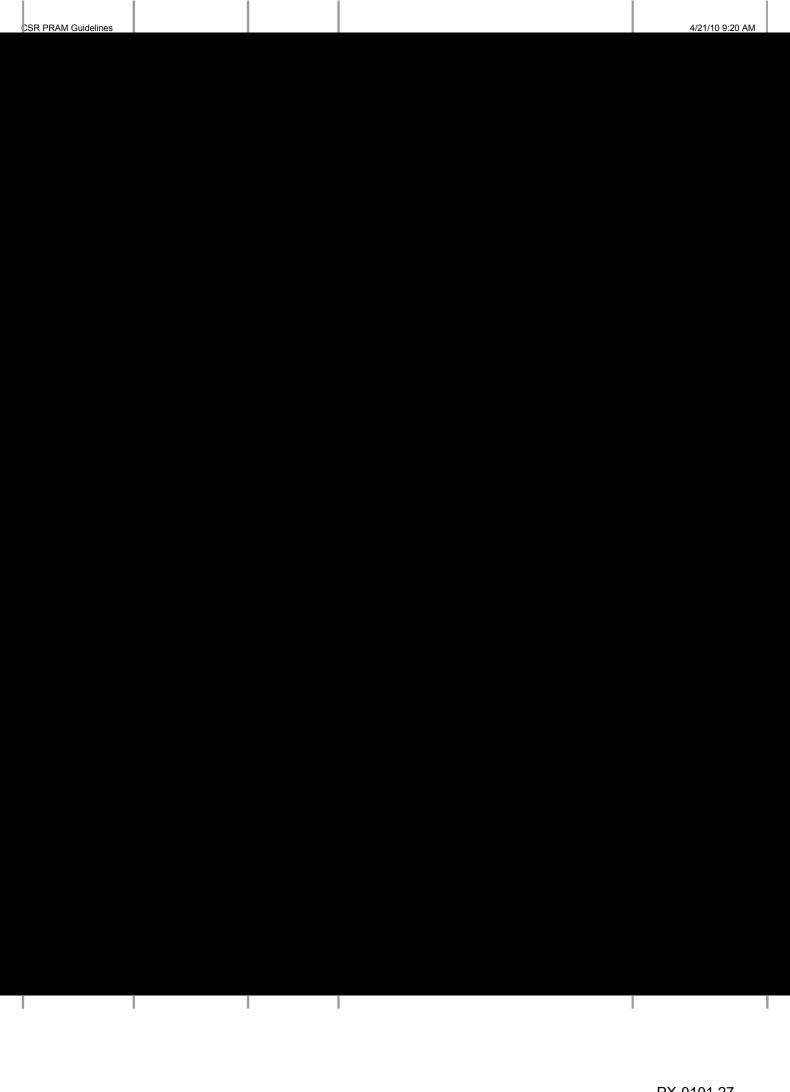
CSR PRAM Guidelines 4/21/10 9:20 AM CSR PRAM Guidelines 4/21/10 9:20 AM

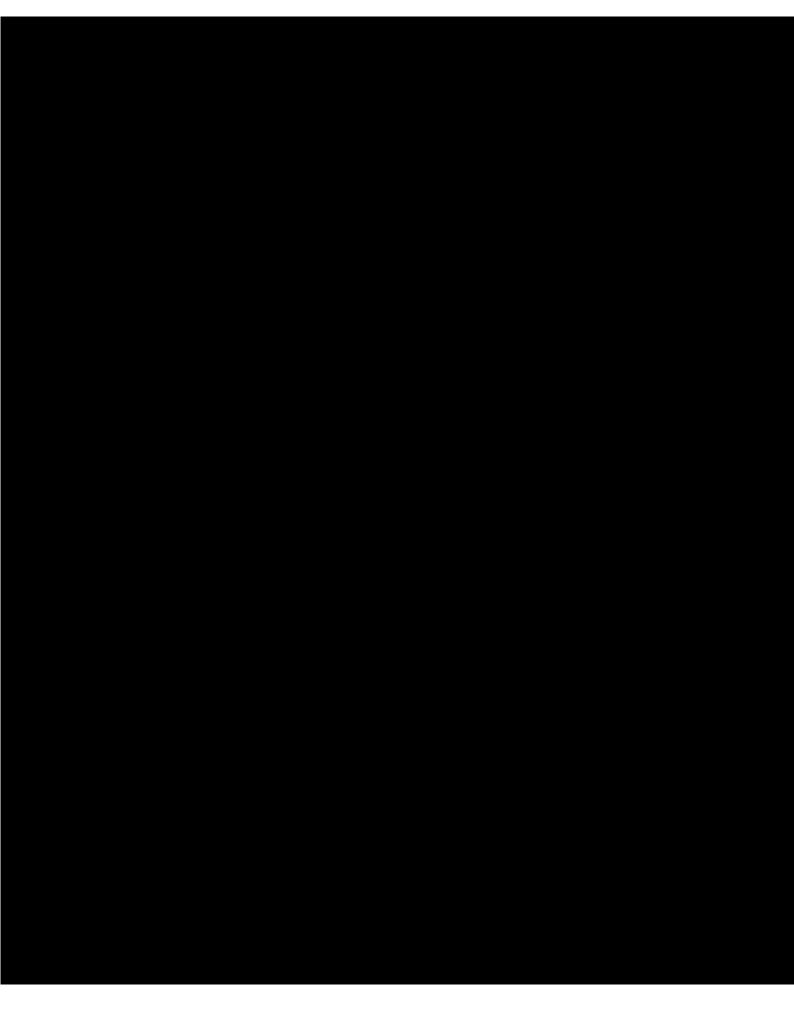
| CSR PRAM Guidelines | | | 4/21/10 9:20 AM | |
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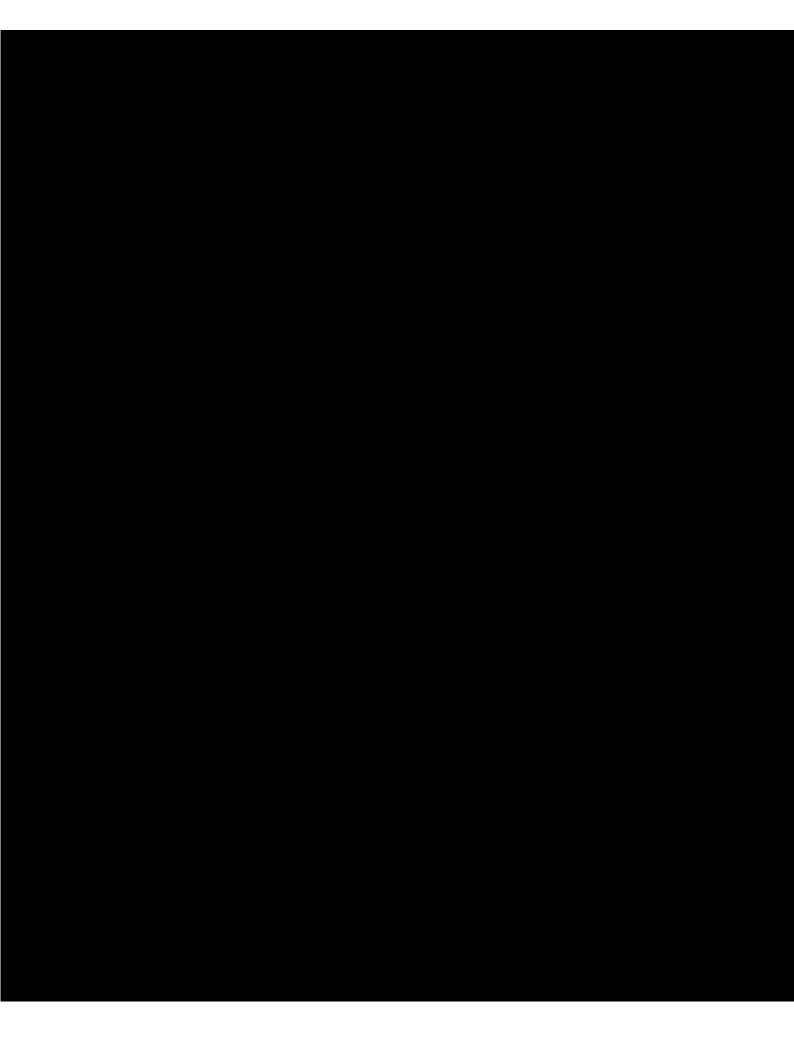
CSR PRAM Guidelines 4/21/10 9:20 AM

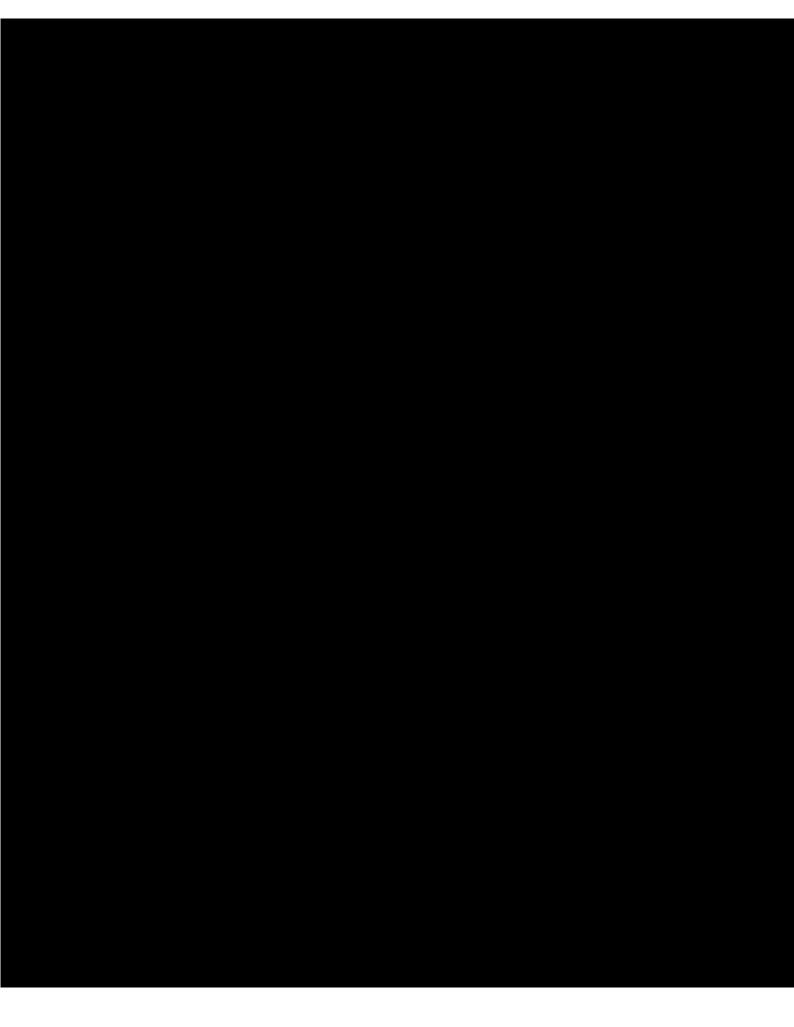












| ERB Submission Gui ielines | 4/21/10 9:20 AM |
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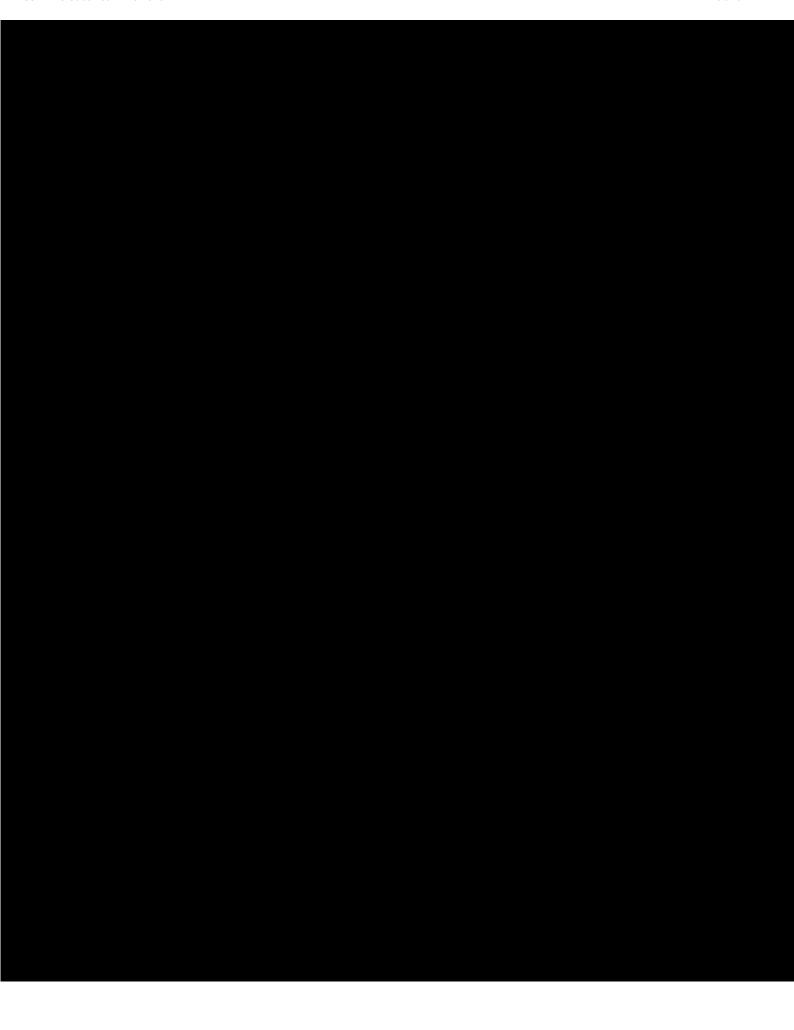
| ERB Subm | ission Guidelines | | 4/21/10 9:20 AM |
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CSR iTMS Guidelines / iTMS Review 4/21/10 9:20 AM

CSR iTMS Guidelines / iTMS Review 4/21/10 9:20 AM

| SRITINS Guidelines / ITINS Review | /21/10 9:20 AM |
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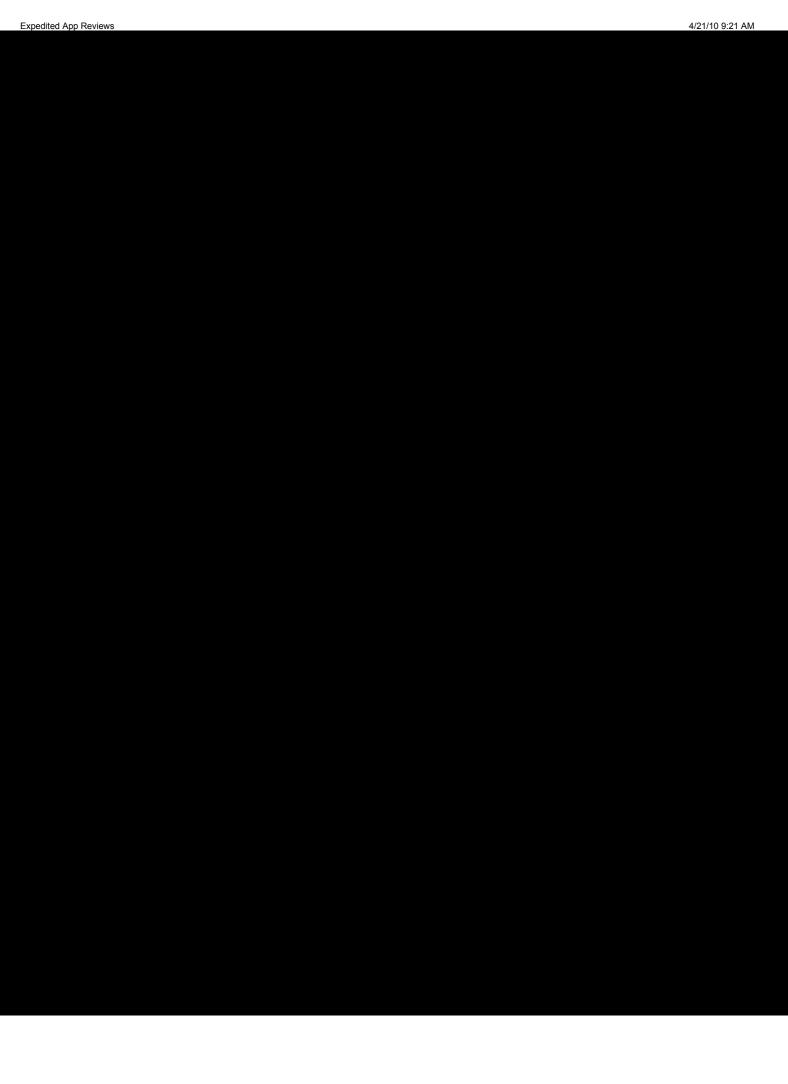
CSR iTMS Guidelines / iTMS Review 4/21/10 9:20 AM



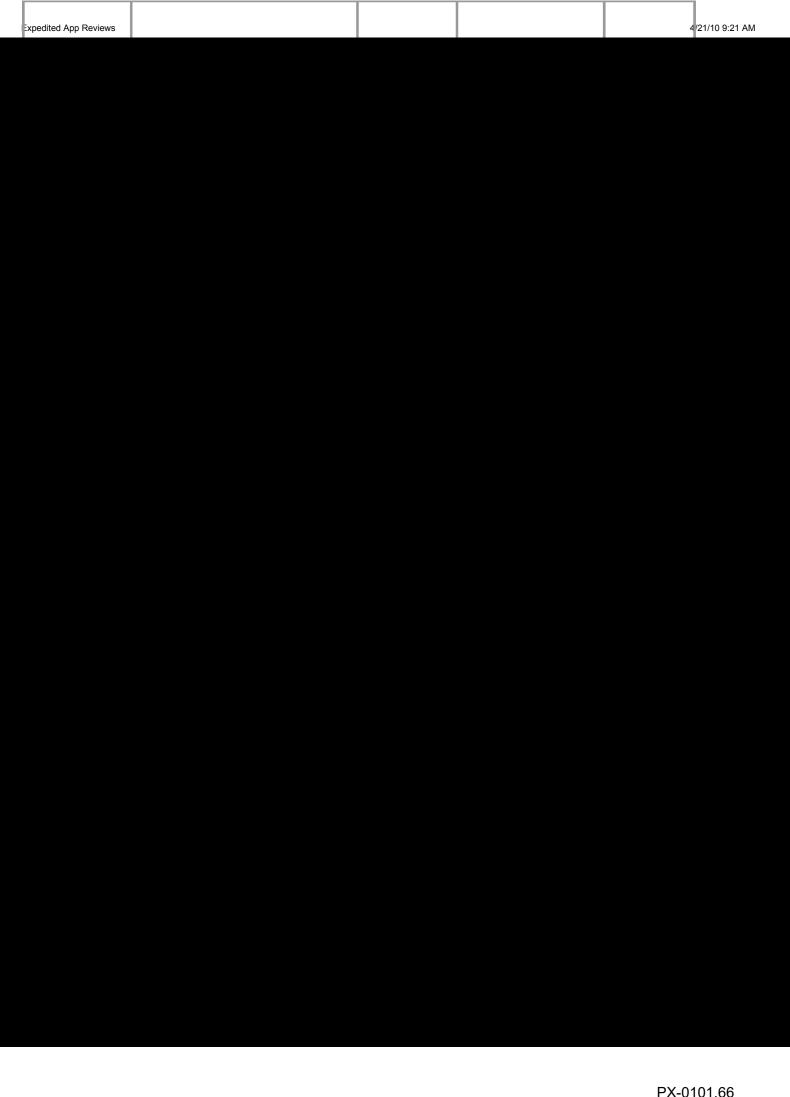
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| SR iTMS Guidelines / iTMS Review | | 4/21/10 9:20 AM |
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| PORTING Guidelines / Trivio Neview | | 21/10 9.20 AW |
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App Review FAQ - Updated 2/4/09 4/21/10 9:21 AM App Review FAQ - Updated 2/4/09 4/21/10 9:21 AM App Review FAQ - Updated 2/4/09 4/21/10 9:21 AM Review Process: YouTube Apps 4/21/10 9:21 AM



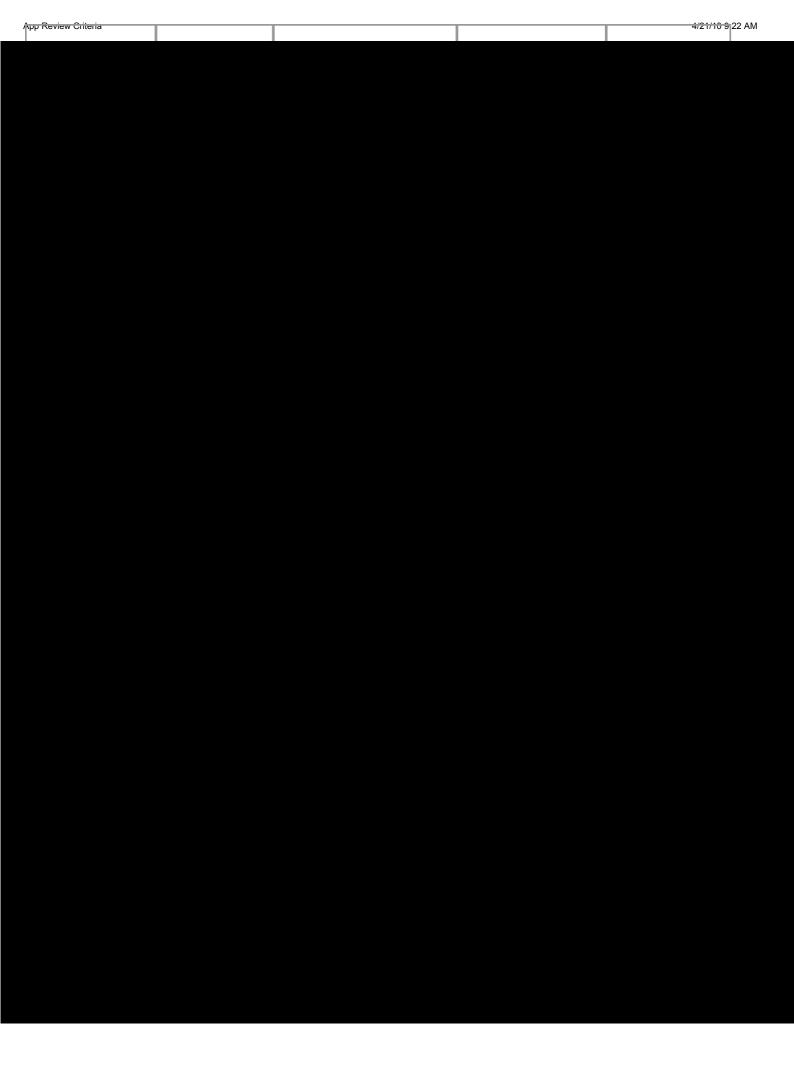
4/21/10 9:21 AM Expedited App Reviews



Scripts 4/21/10 9:21 AM

Scripts 4/21/10 9:21 AM

Scripts 4/21/10 9:21 AM App Review Checklist 4/21/10 9:22 AM App Review Checklist 4/21/10 9:22 AM App Review Checklist 4/21/10 9:22 AM App Review Criteria 4/21/10 9:22 AM



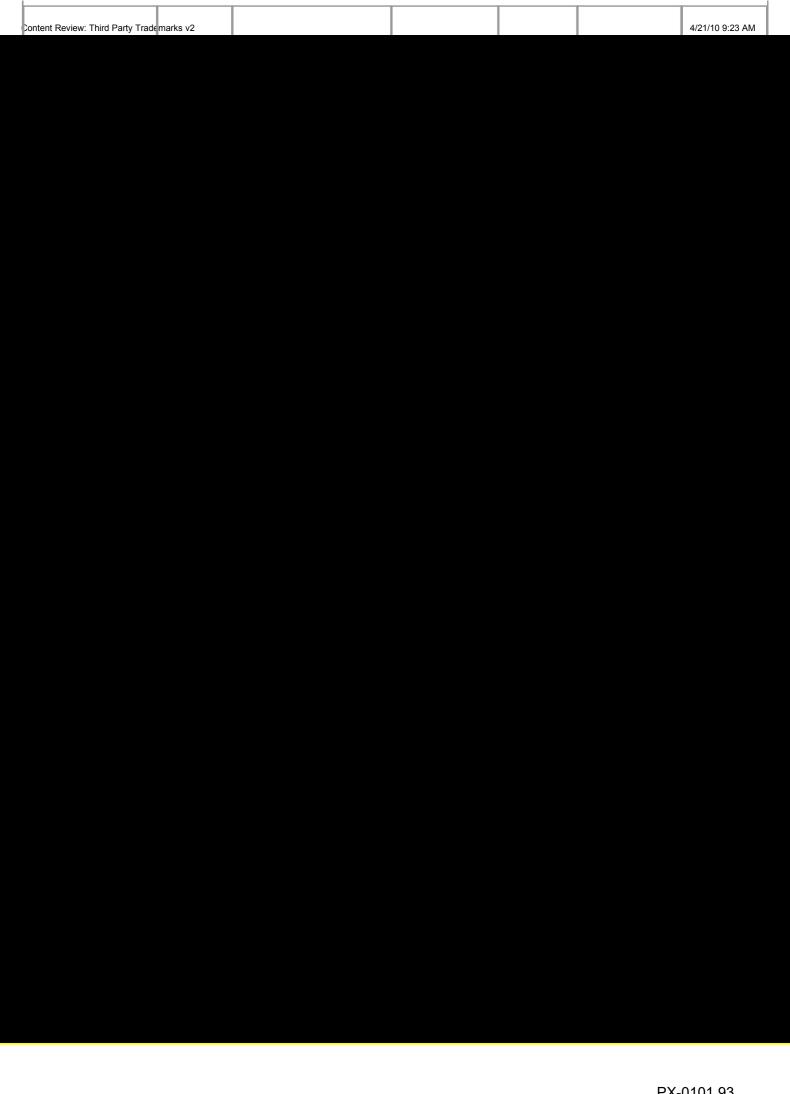
General iPhone App Criteria 4/21/10 9:22 AM General iPhone App Criteria 4/21/10 9:22 AM

PX-0101.86 APL-APPSTORE_09410719

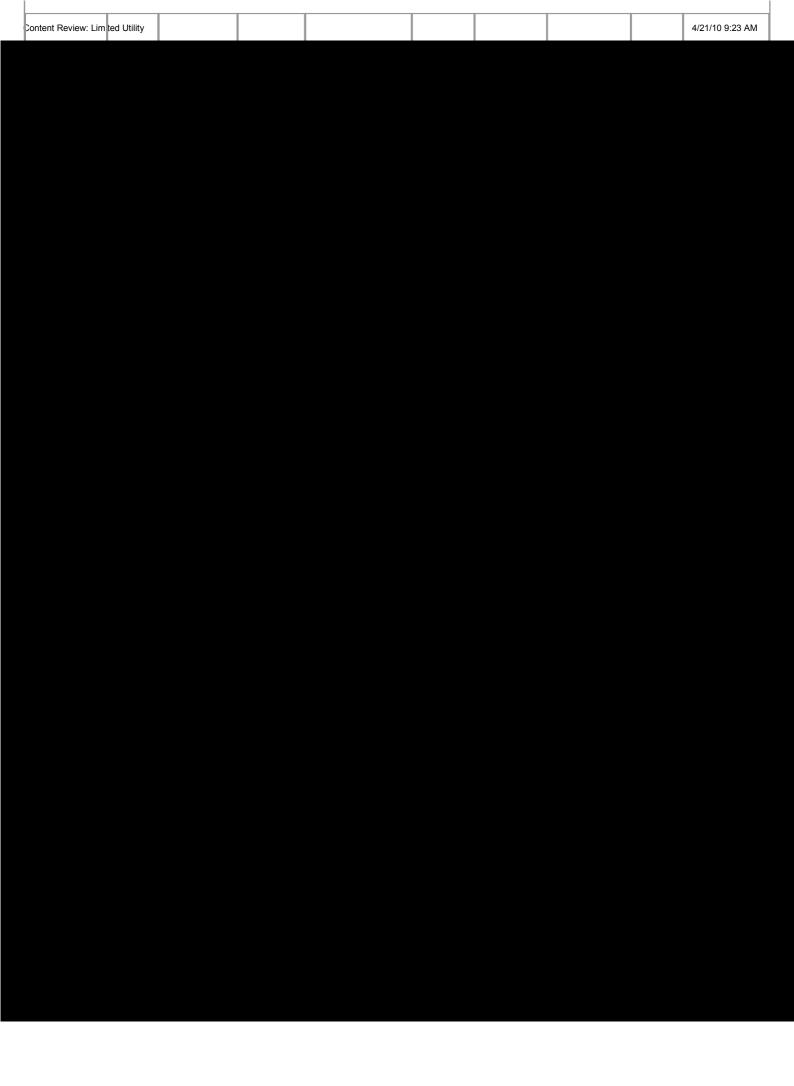
PX-0101.89 APL-APPSTORE_09410722

PX-0101.90 APL-APPSTORE_09410723

4/21/10 9:23 AM



4/21/10 9:23 AM Content Review: Limited Utility



submitted by that celebrity.

Content Review: Parental Controls 4/21/10 9:24 AM

4/21/10 9:24 AM Content Review: arental Controls

Content Review: Parental Controls 4/21/10 9:24 AM Content Review: Bodily Functions 4/21/10 9:25 AM

4/21/10 9:25 AM Content Review: Bodily Functions

Content Review: Bodily Functions 4/21/10 9:25 AM

4/21/10 9:25 AM Content Review: Violence

4/2<u>1/10</u> 9:25 AM Content Review: Violence

Content Review: Violence 4/21/10 9:25 AM

4/21/10 9:25 AM

| Content Review: Smoking & Drinking | | 4/21/10 9:26 AM |
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4/21/10 9:26 AM

| Content Review: Points Applications | 4/21/10 9:26 AM |
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Content: Swine Flu 4/21/10 9:27 AM

4/21/10 9:27 AM Content Review: Public Figures

Content Review: Public Figures 4/21/10 9:27 AM Content Review: Web Related 4/21/10 9:27 AM Content Review: SMS 4/21/10 9:28 AM

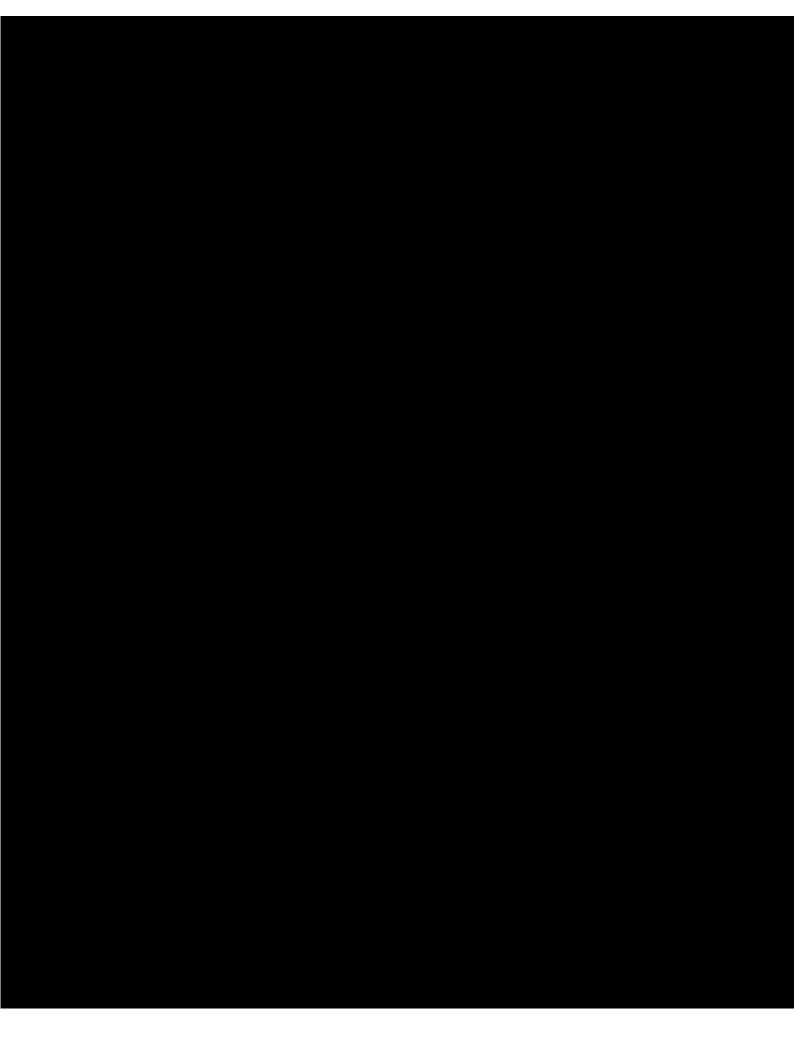
4/21/10 9:28 AM Content Review: Tethering

Content Review: Emoji Activation 4/21/10 9:28 AM

| Duplicate Functionality | 4/21/10 9:29 AM |
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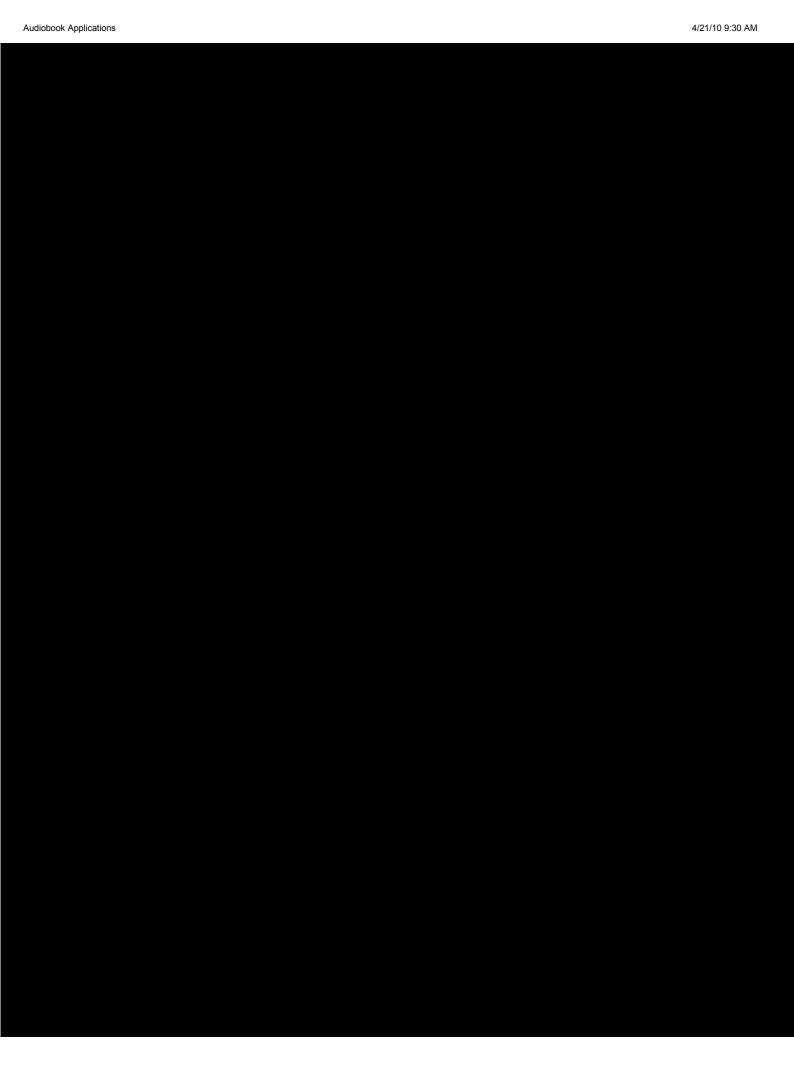
4/21/10 9:29 AM Privacy - High Scores

IconMismatch 4/21/10 9:30 AM



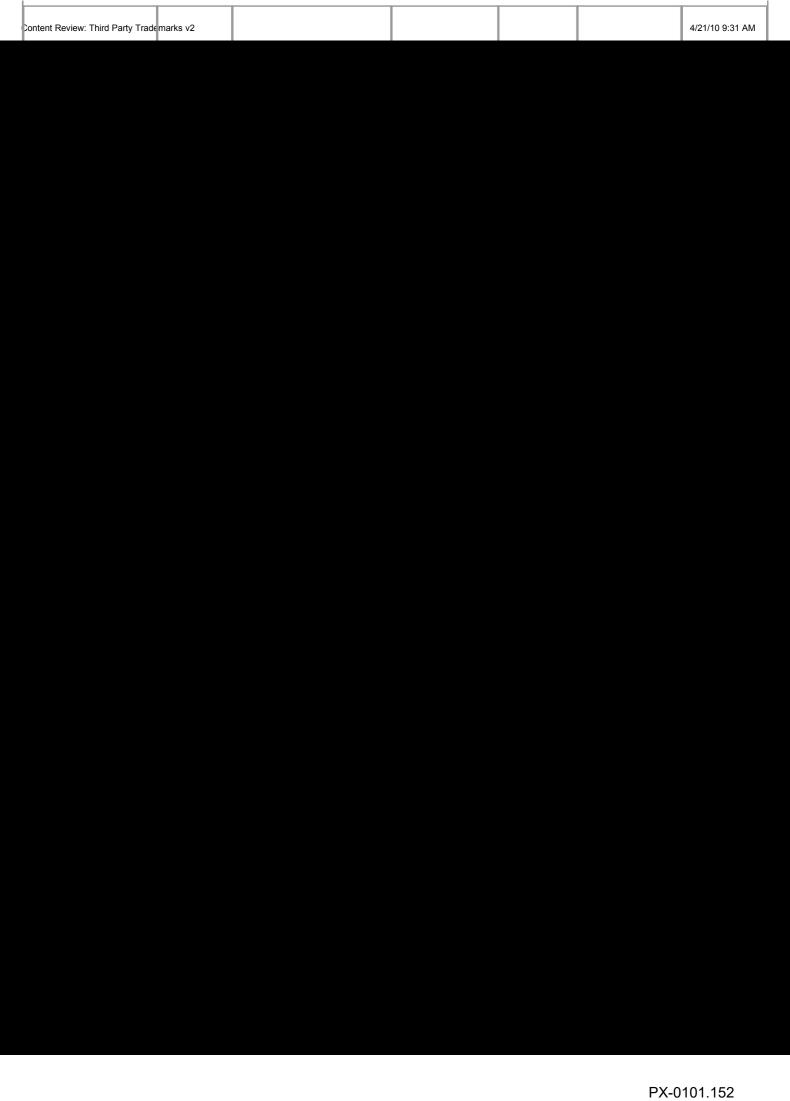
IconMismatch 4/21/10 9:30 AM

| Content Review: Realistic Weapons | 4/21/10 9:30 AM |
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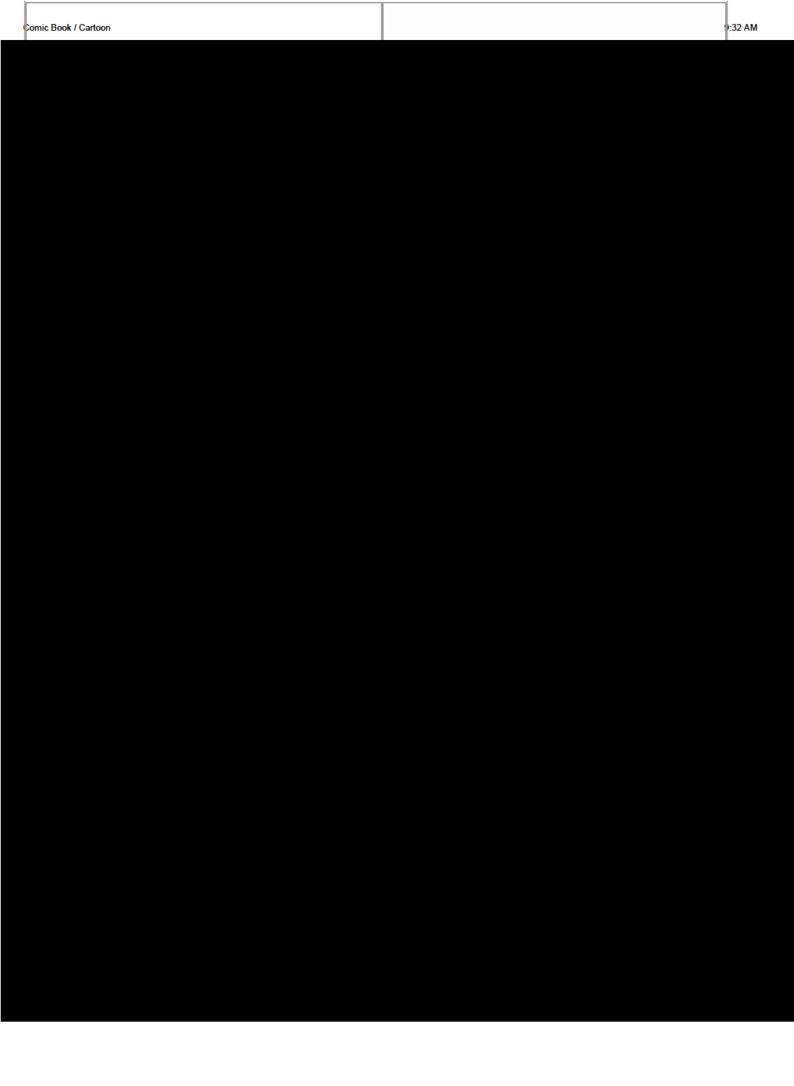
| i | Phone Related | 4/21/10 9:30 AM |
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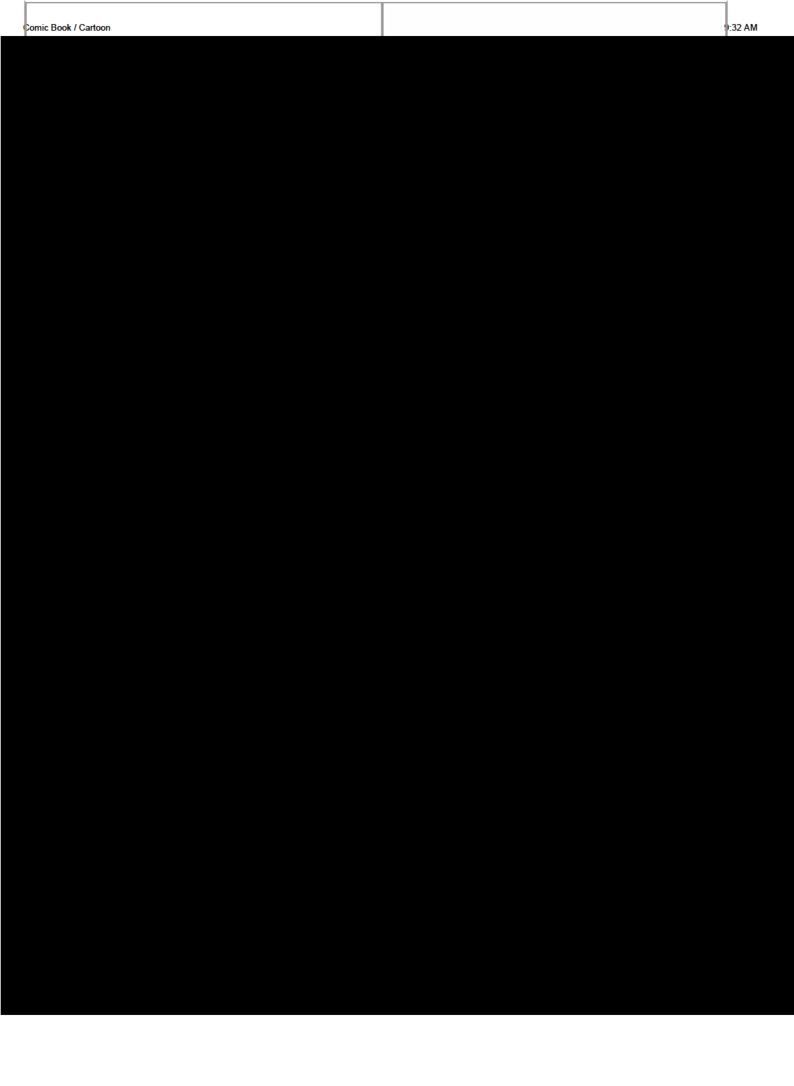
4/21/10 9:31 AM Content Review: Music Players



4/21/10 9:31 AM Content Review: Insurance Apps

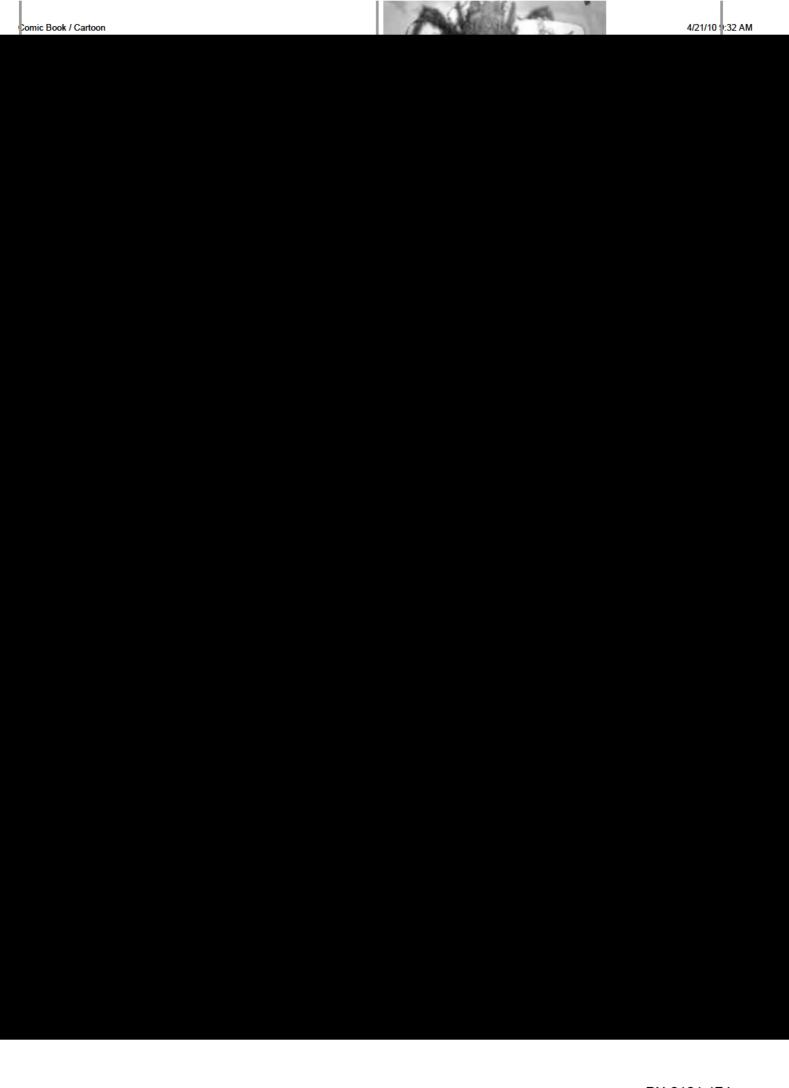
4/21/10 9:32 AM Content Review: Swastikas





| Comic Book / Cartoon |):32 AM |
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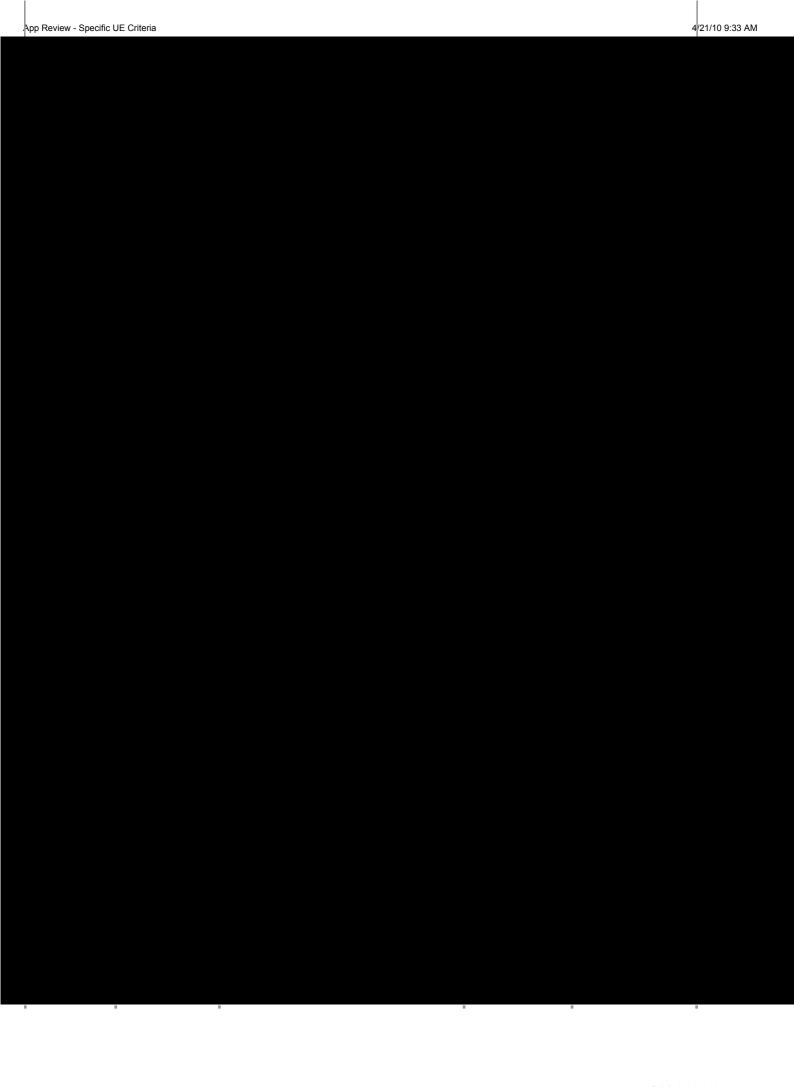
| Comic Book / Cartoon | 4/21/10 : |):32 AM |
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Content Review: Sexual Innuendo 4/21/10 9:32 AM

Content Review: Sexual Innuendo 4/21/10 9:32 AM

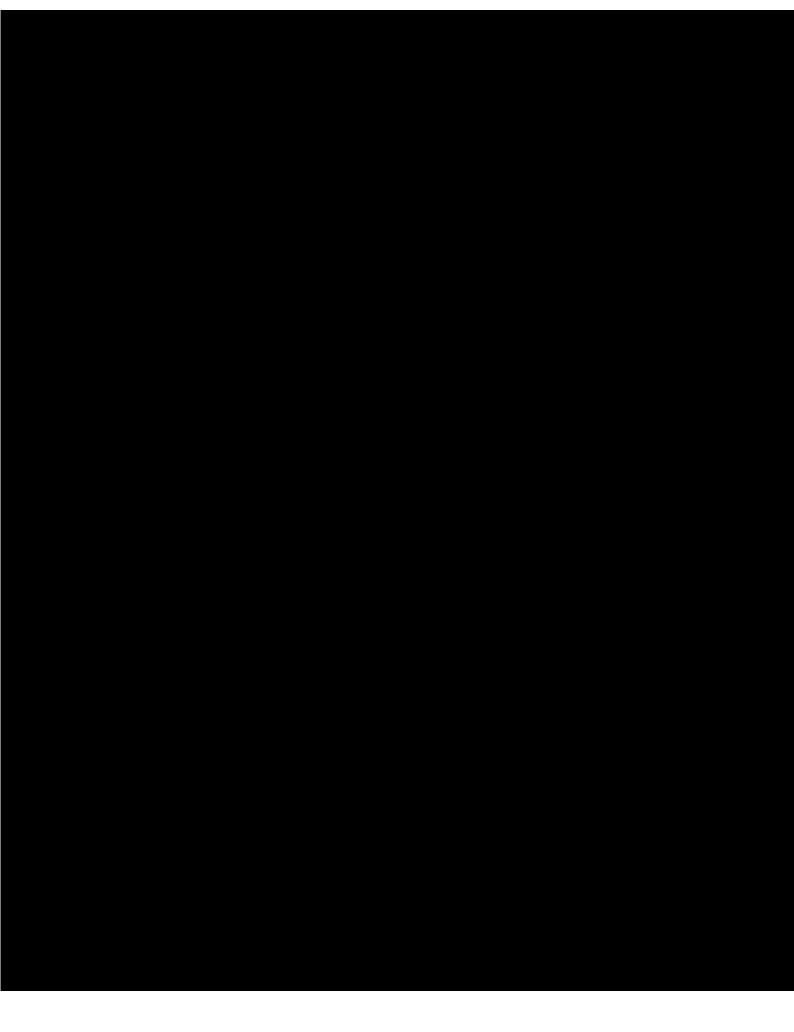
App Review - Specific UE Criteria 4/21/10 9:33 AM



App Review - Specific UE Criteria 4/21/10 9:33 AM

UE: iPhone Home Screen 4/21/10 9:33 AM

Standard Buttons 4/21/10 9:33 AM



Standard Buttons 4/21/10 9:33 AM Standard Ruttons 4/21/10 9:33 AM

4/21/10 9:33 AM UE Review Hints and Tips

UE Review Hints and Tips 4/21/10 9:33 AM

4/21/10 9:33 AM App Naming Guidelines

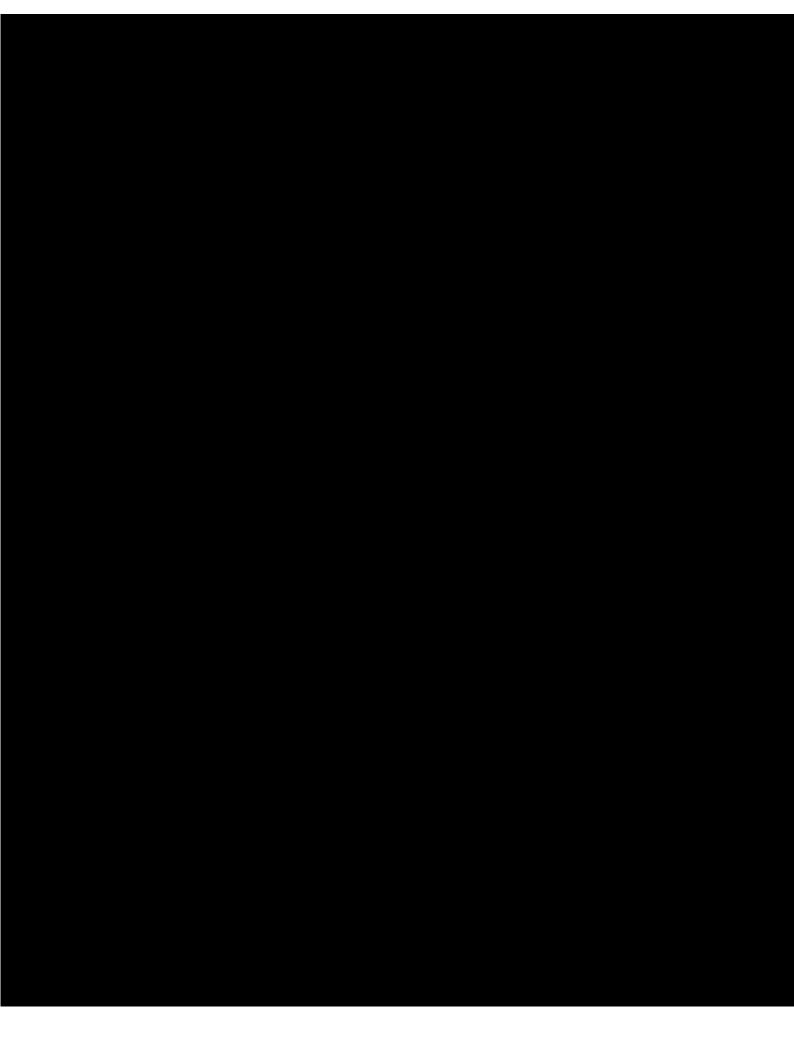
4/21/10 9:33 AM App Naming Guidelines

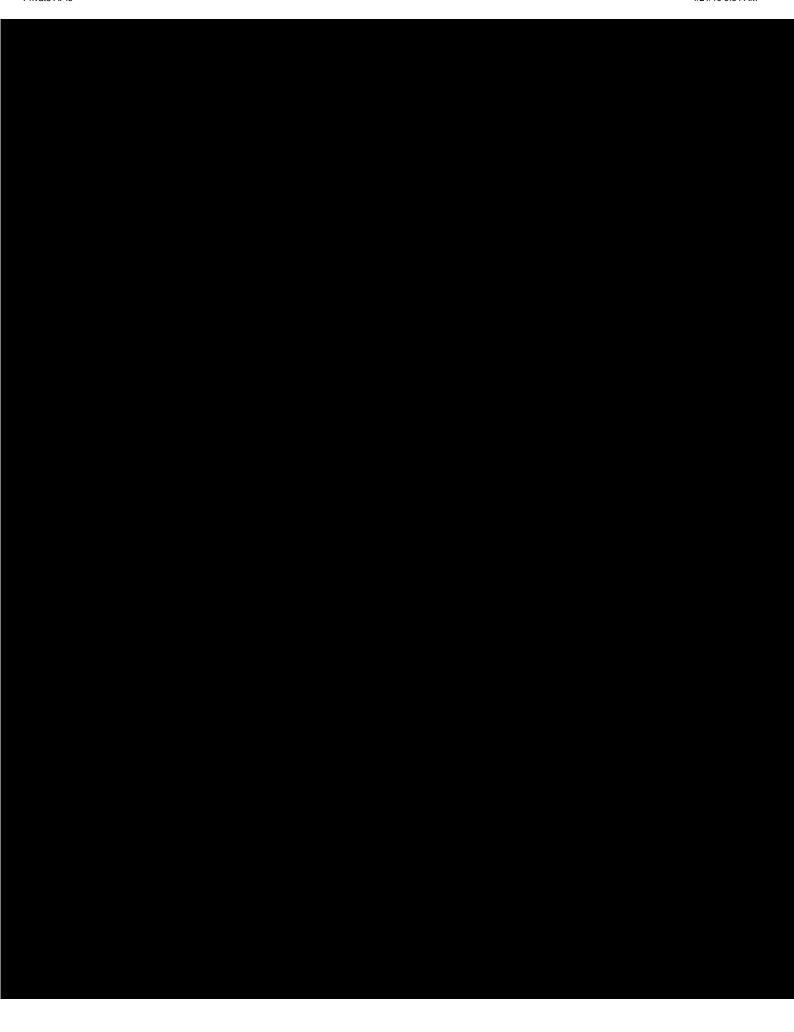
Cross-Platform Informa ion 4/21/10 9:34 AM

| cross-Platform Informa ion | 4/ | 21/10 9:34 AM |
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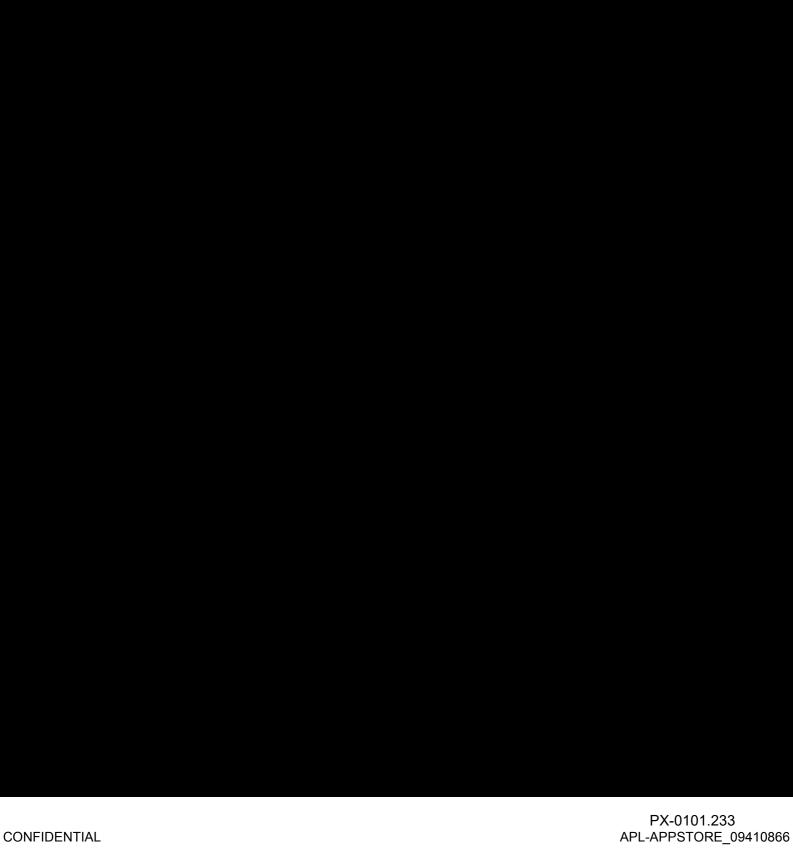
Cross-Platform Informa ion 4/21/10 9:34 AM

Special Technical Developers 4/21/10 9:34 AM





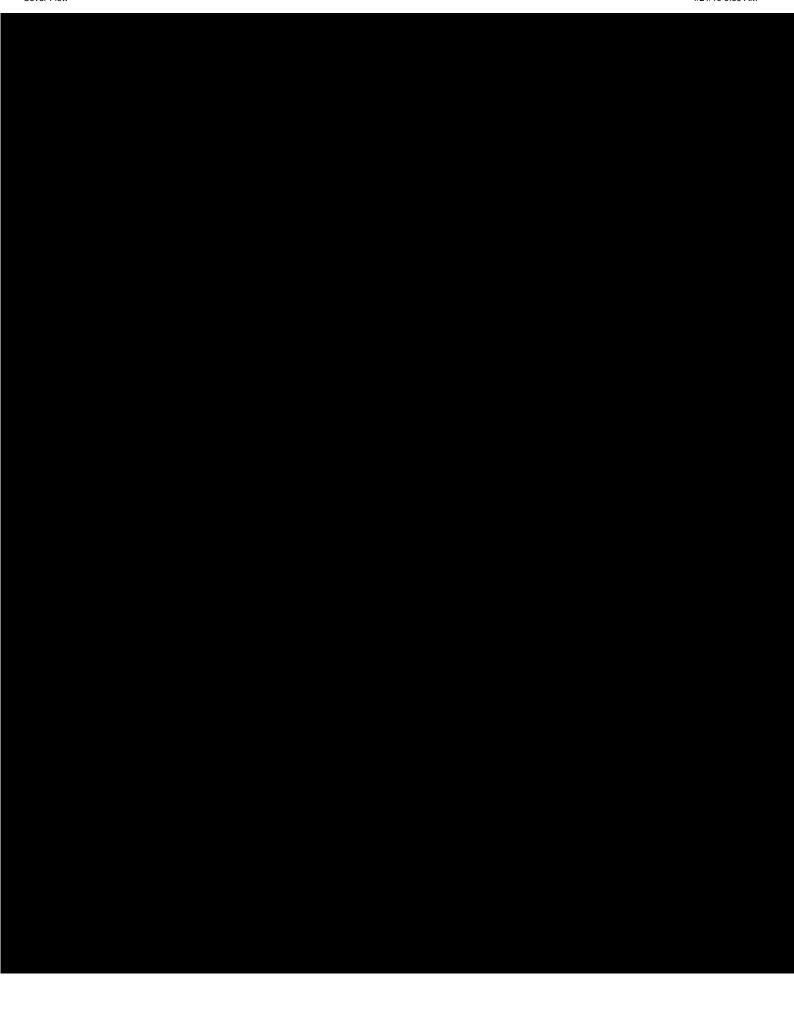
Codes 11, 12, 13, and 14 4/21/10 9:34 AM



| Content Review: Browser Apps | 4/21/10 9:34 AM |
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4/21/10 9:34 AM Content Review: Browser Apps

Cover Flow 4/21/10 9:35 AM



App Store, iTC Scraping 4/21/10 9:35 AM App Store, iTC Scraping 4/21/10 9:35 AM App Store, iTC Scraping 4/21/10 9:35 AM

4/21/10 9:35 AM Engine Apps

4/21/10 9:35 AM Streaming/Bandwidth Review

4/21/10 9:35 AM Streaming/Bandwidth Review

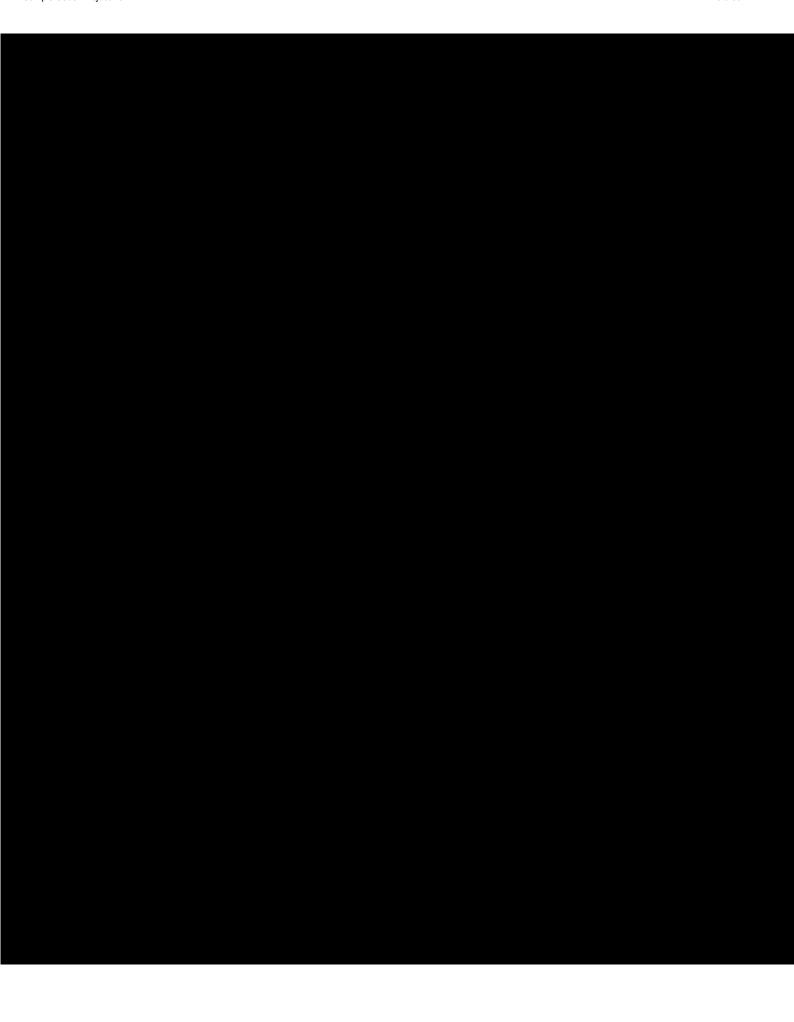
4/21/10 9:35 AM Wireless Authentica ion

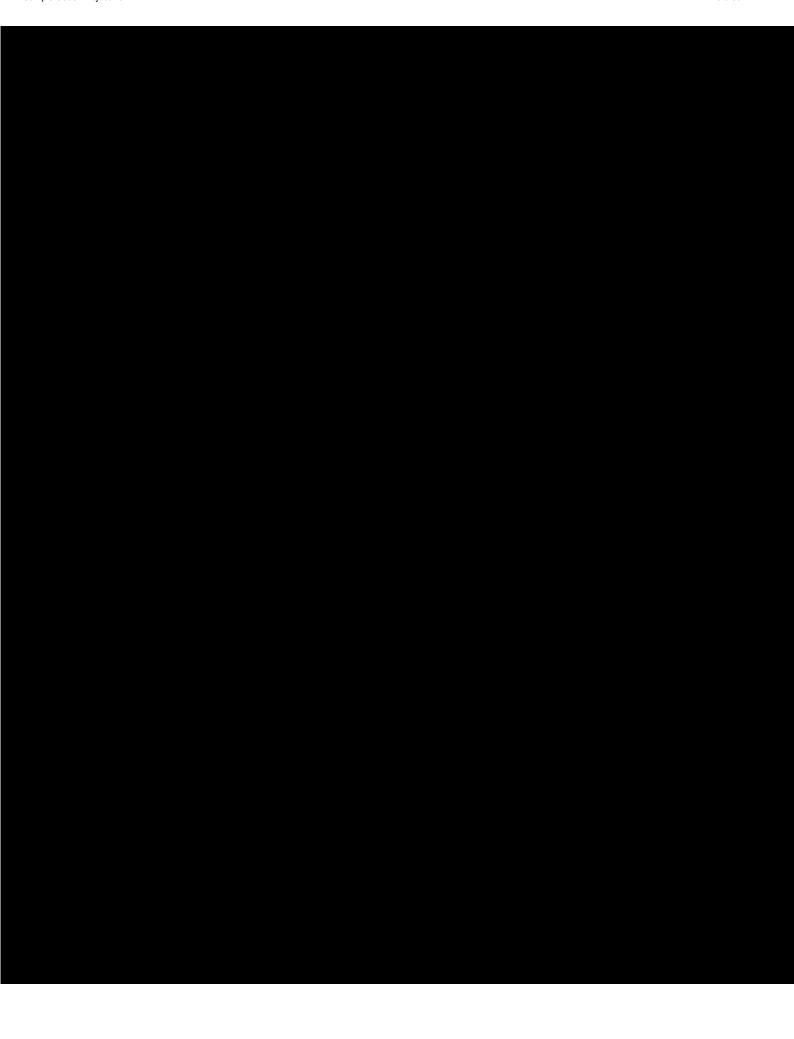
Email SMTP Setup 4/21/10 9:36 AM Email SMTP Setup 4/21/10 9:36 AM

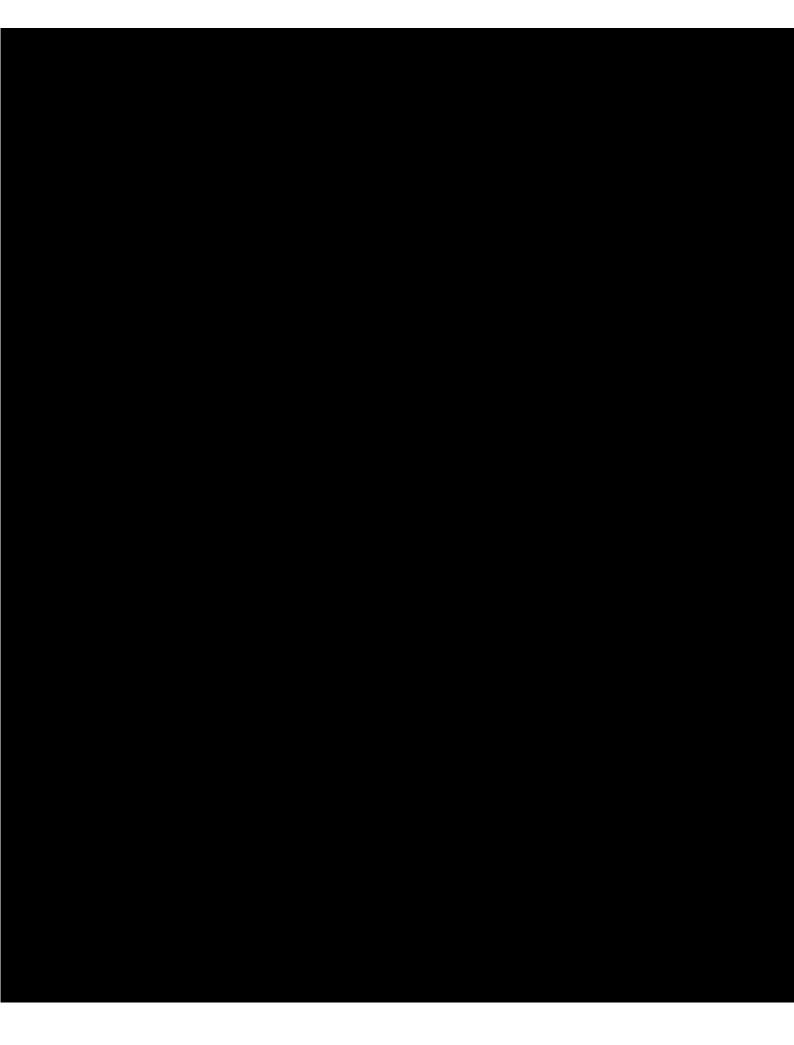
4/21/10 9:36 AM Sample Code - Reject At Will

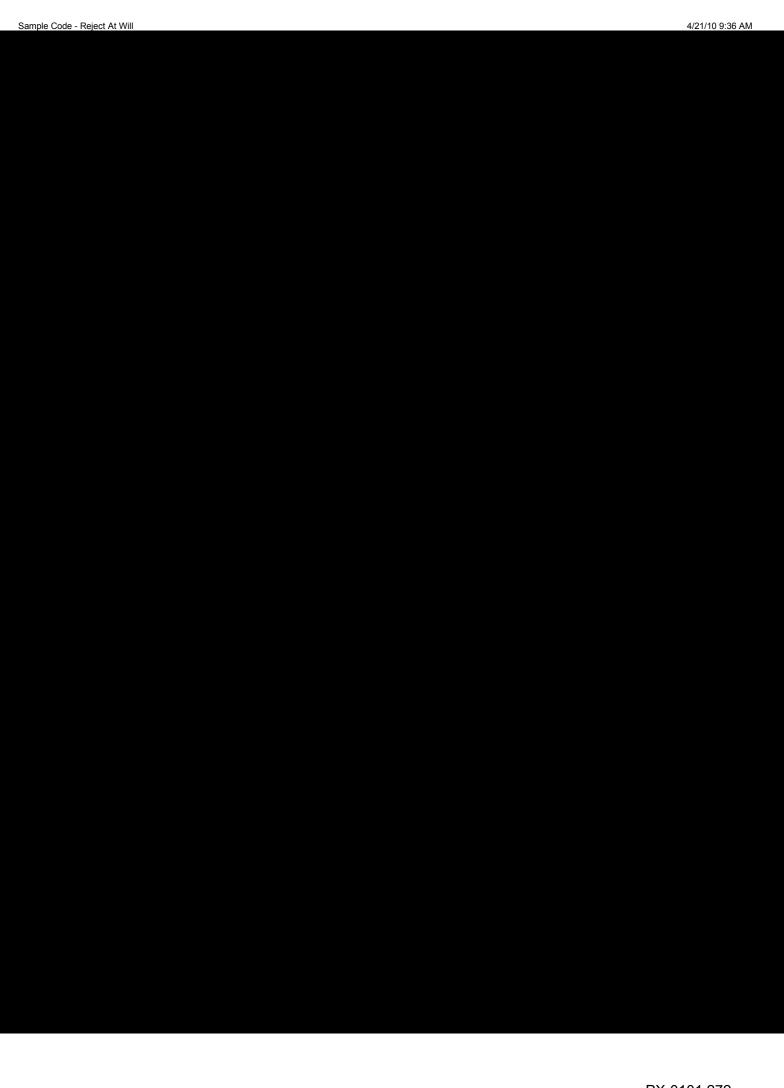
Sample Code - Reject At Will 4/21/10 9:36 AM

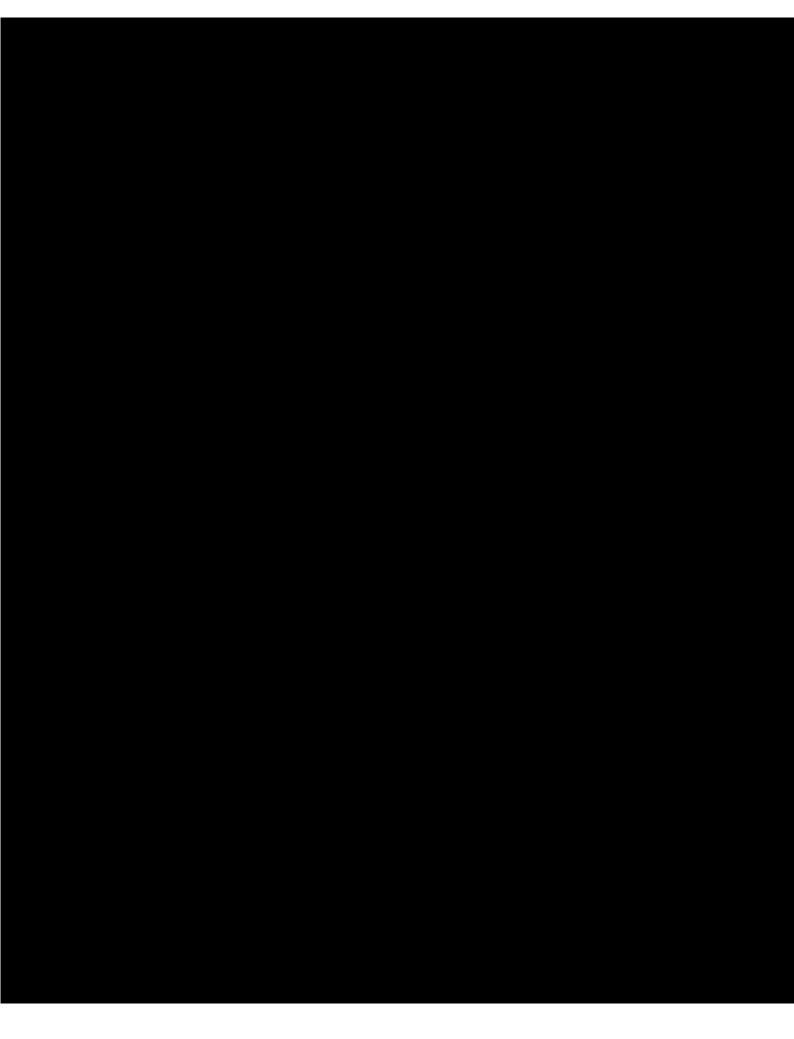
4/21/10 9:36 AM Sample Code - Reject At Will

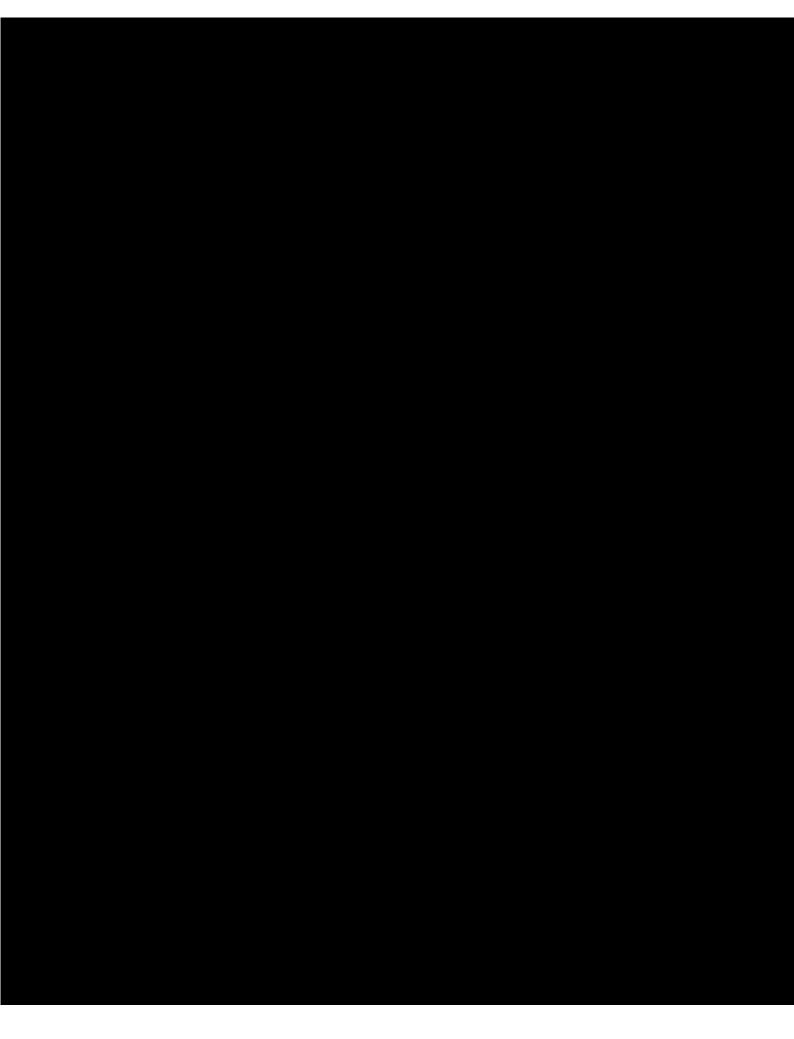


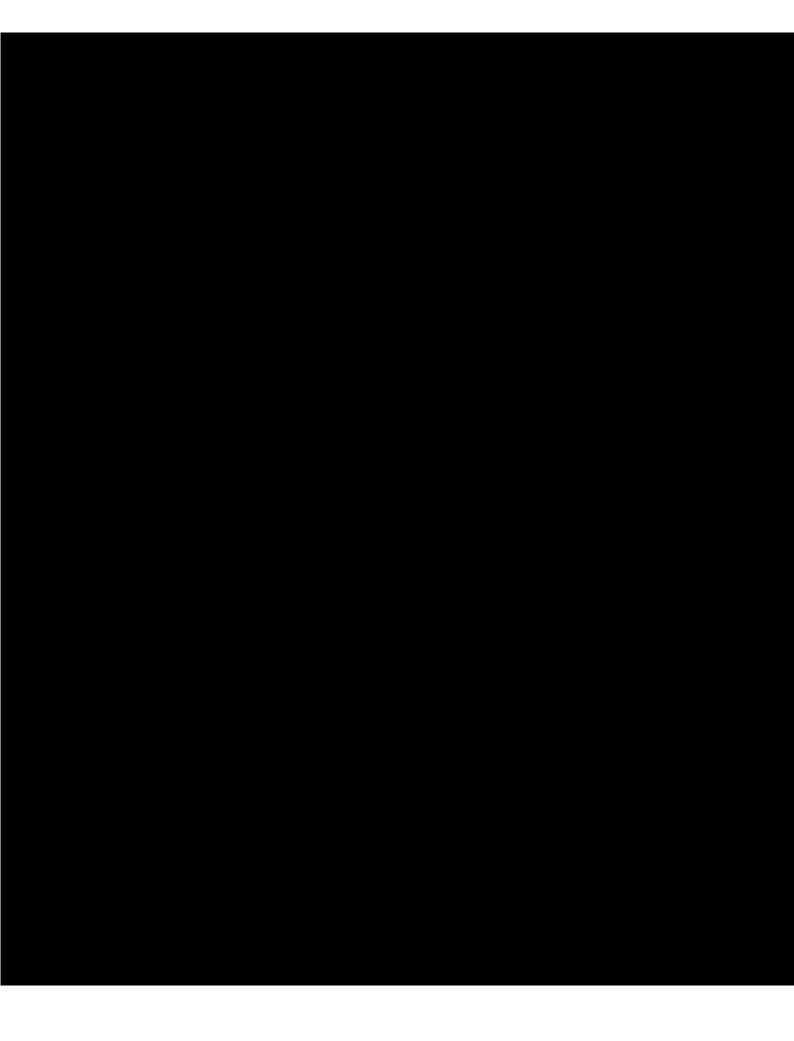


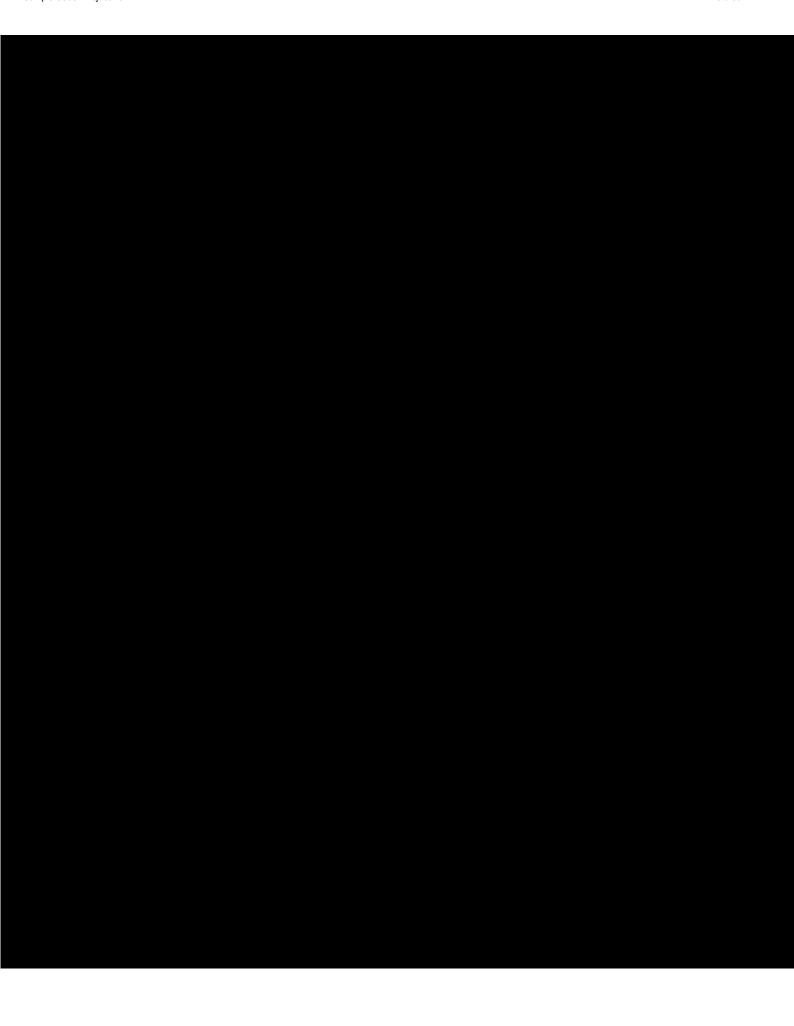


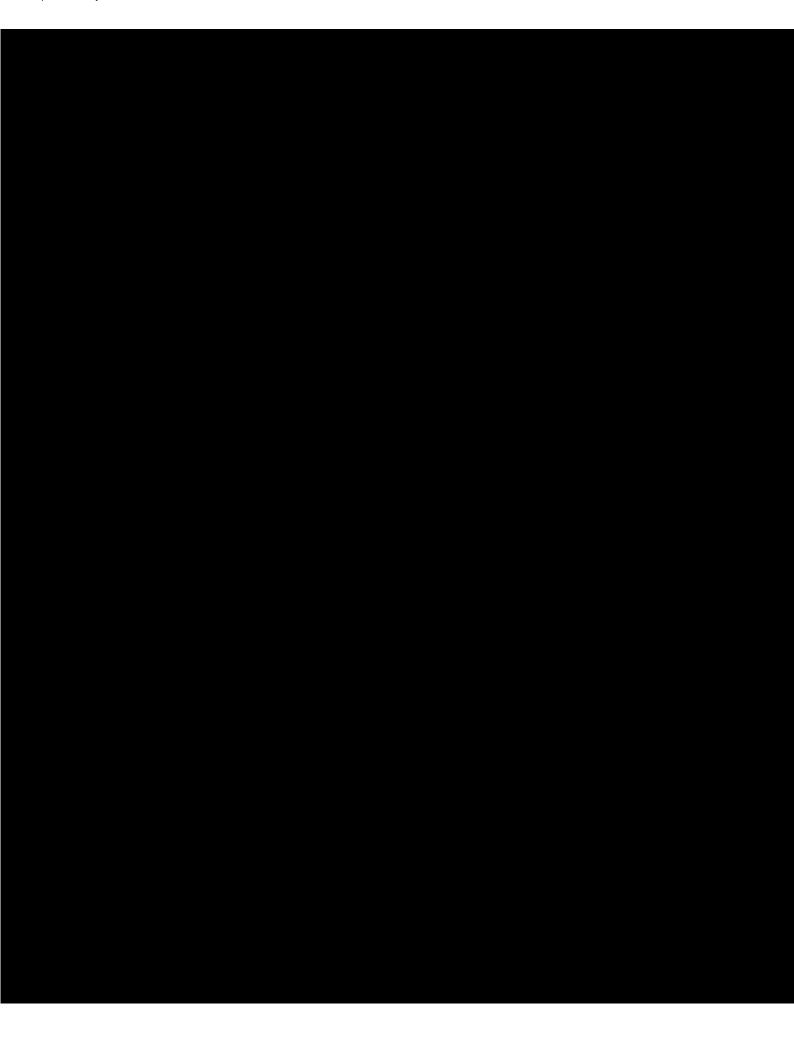


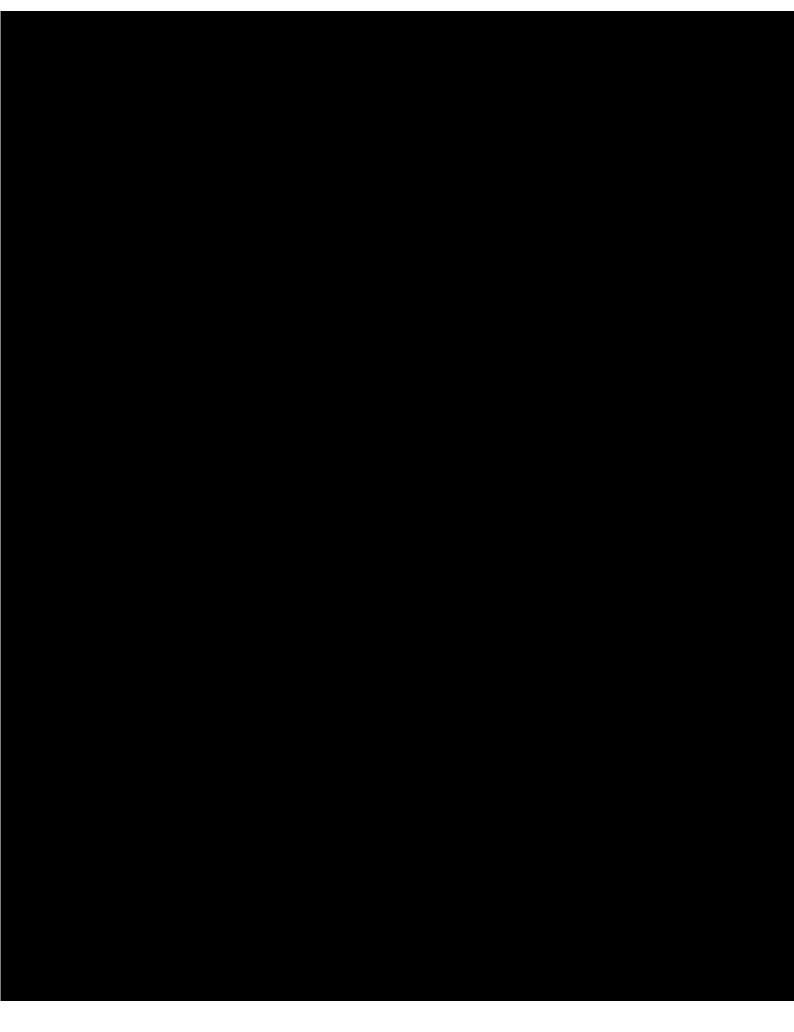










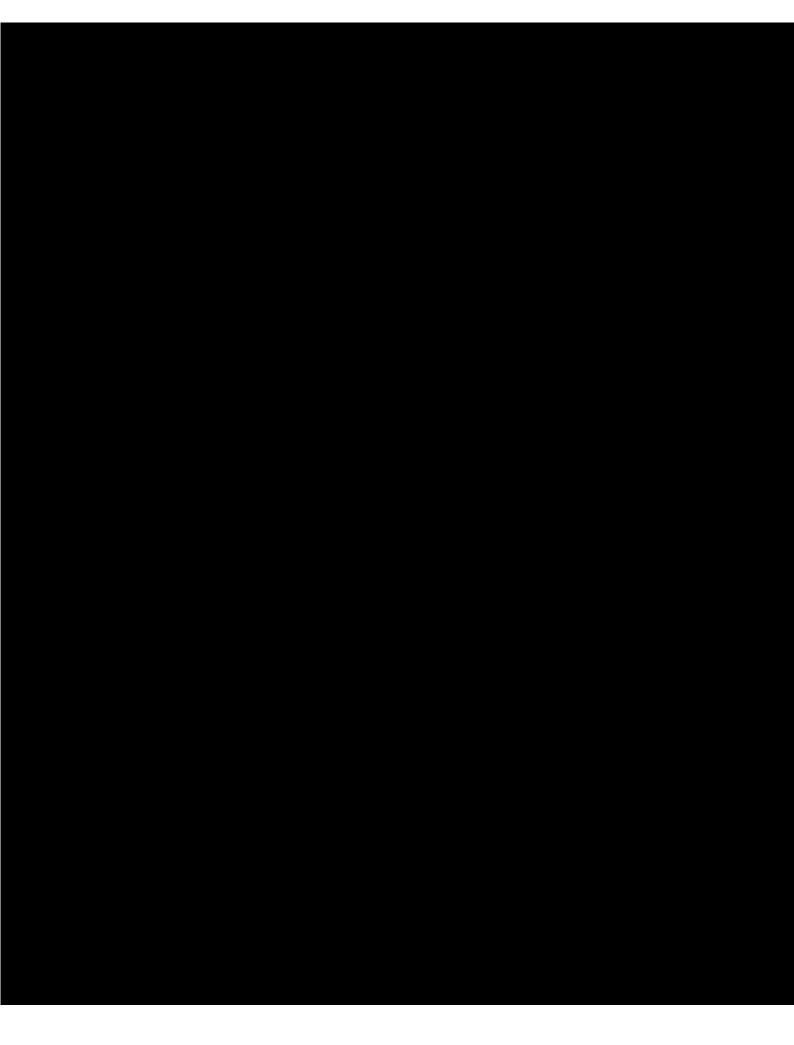


Sample Code - Reject At Will 4/21/10 9:36 AM Sample Code - Reject At Will 4/21/10 9:36 AM

Sample Code - Reject At Will 4/21/10 9:36 AM

Sample Code - Reject At Will 4/21/10 9:36 AM

Sample Code - Reject At Will 4/21/10 9:36 AM



RSS - Adding Feeds 4/21/10 9:36 AM

4/21/10 9:36 AM Obtaining Crash Logs

4/21/10 9:36 AM Obtaining Crash Logs

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Photo Library 4/21/10 9:36 AM Photo Library 4/21/10 9:36 AM

| Photo Library | 4/21/10 9:36 AM |
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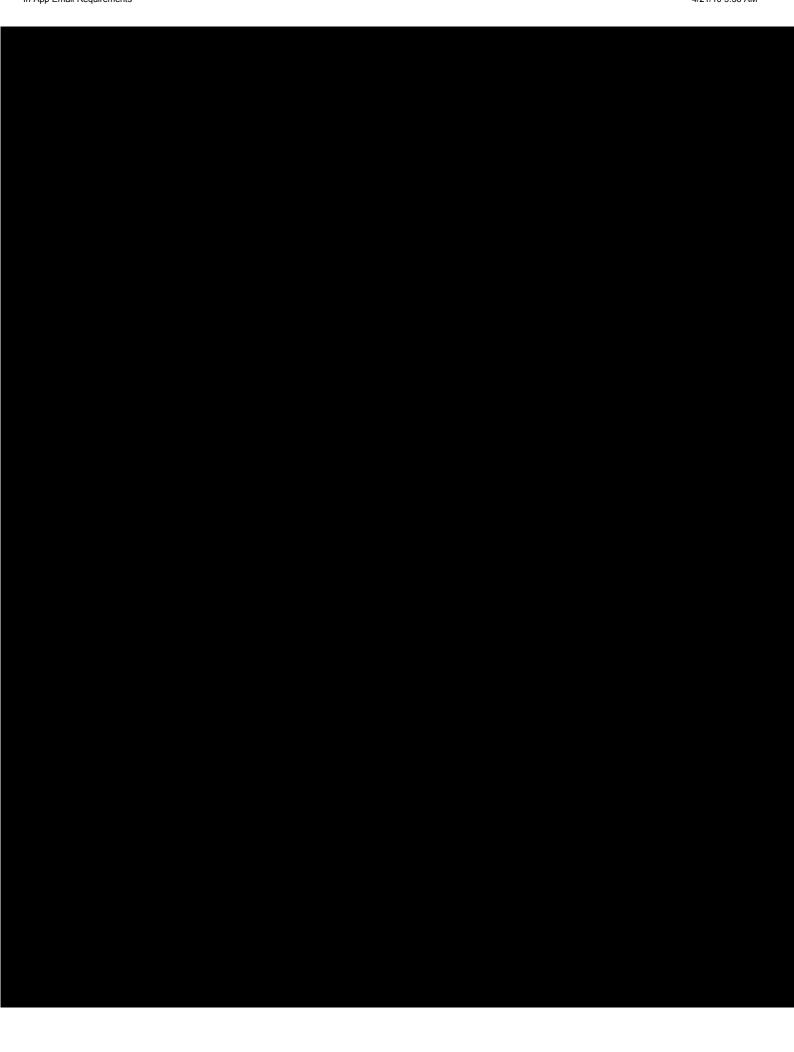
Photo Library 4/21/10 9:36 AM

4/21/10 9:36 AM Photo Library

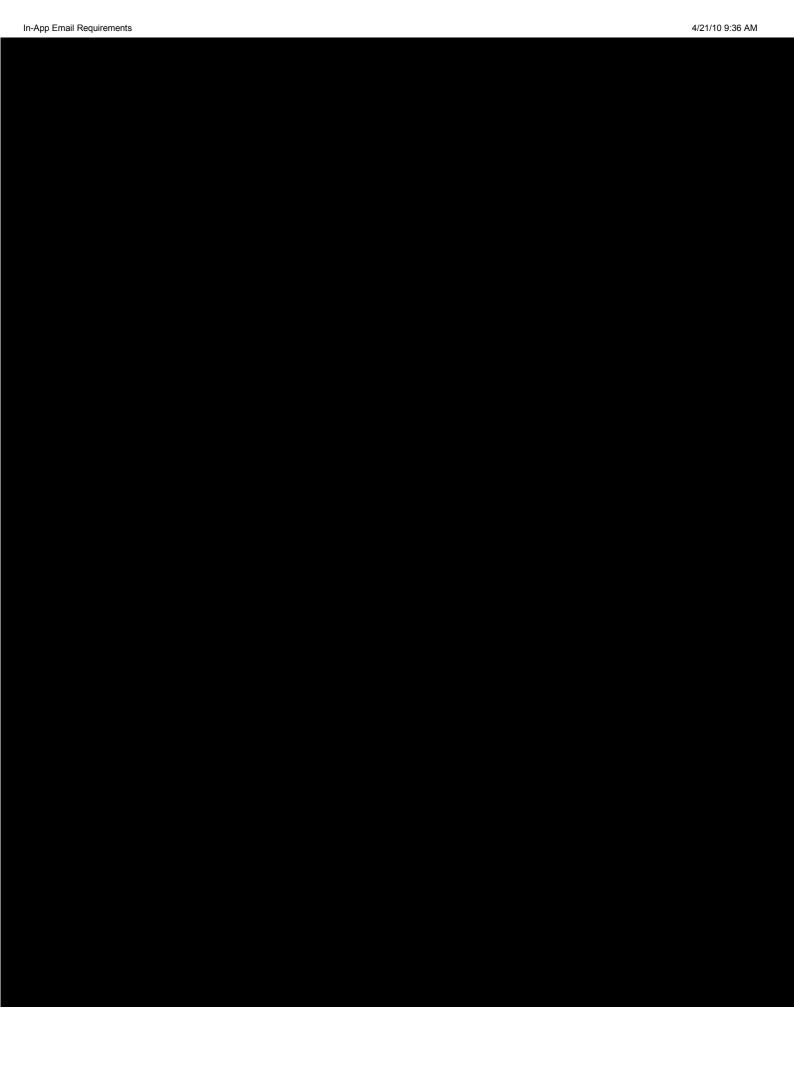
Photo Library 4/21/10 9:36 AM

| Photo Library | 4/21/10 9:36 AM |
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In-App Email Requirements 4/21/10 9:36 AM

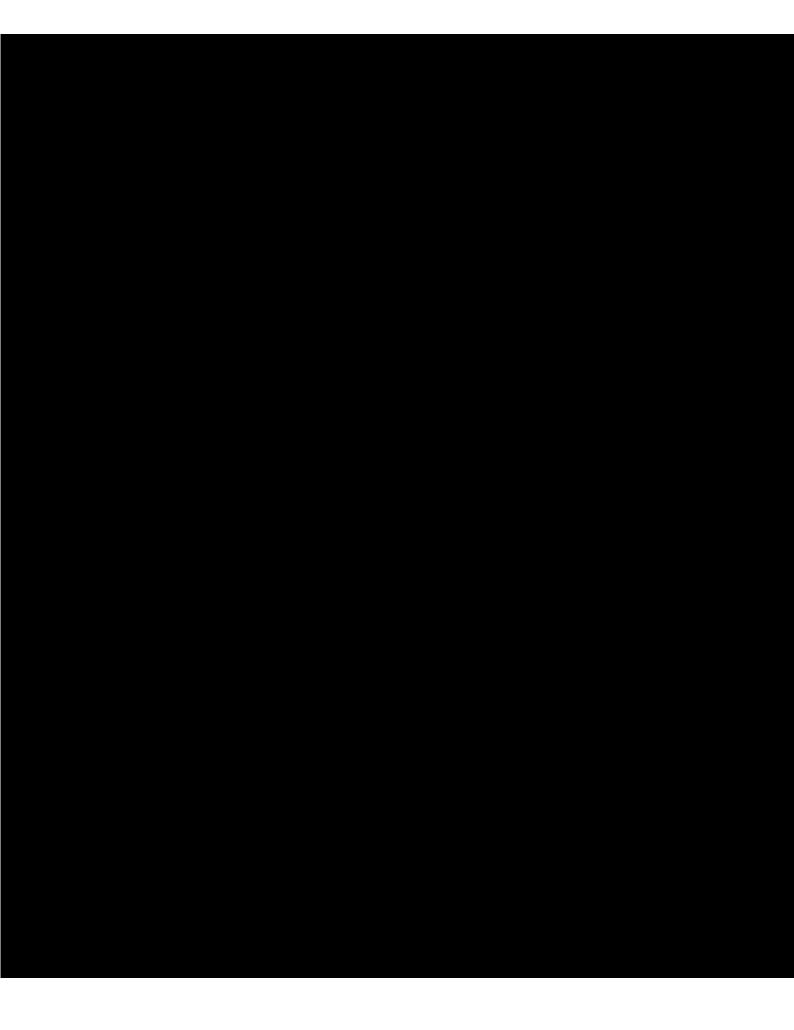


In-App Email Requirements 4/21/10 9:36 AM

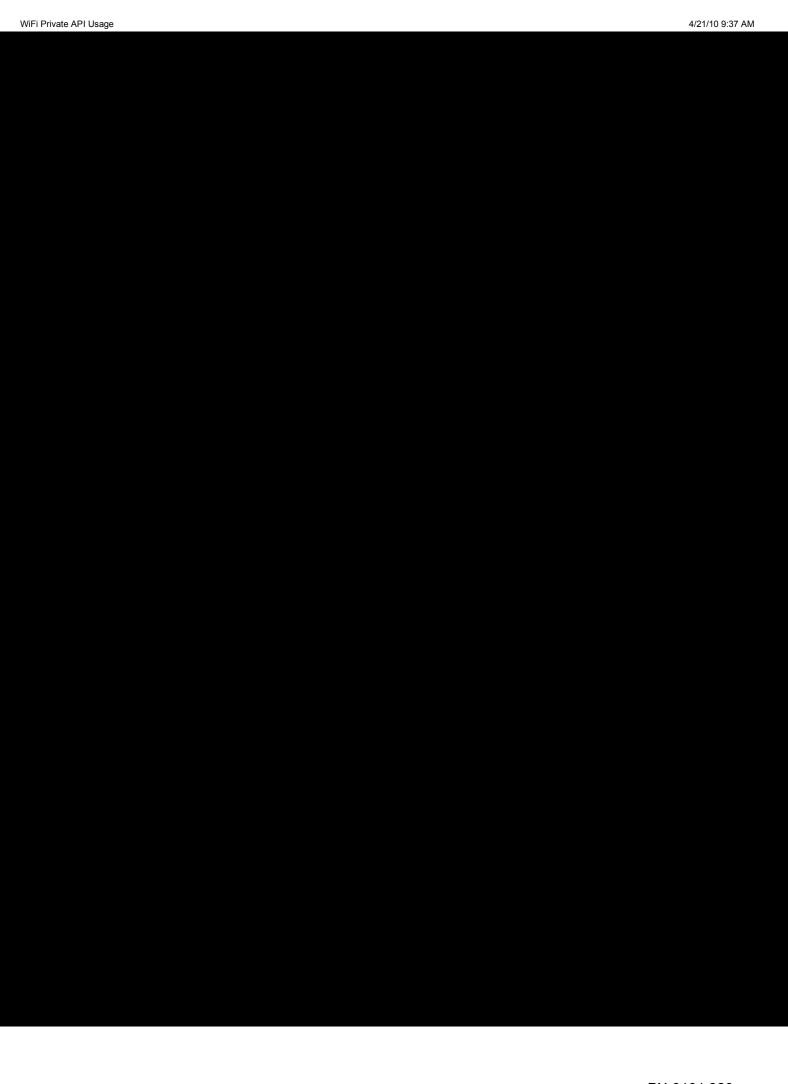


Reviewing MFi apps 4/21/10 9:37 AM

Reviewing MFi apps 4/21/10 9:37 AM

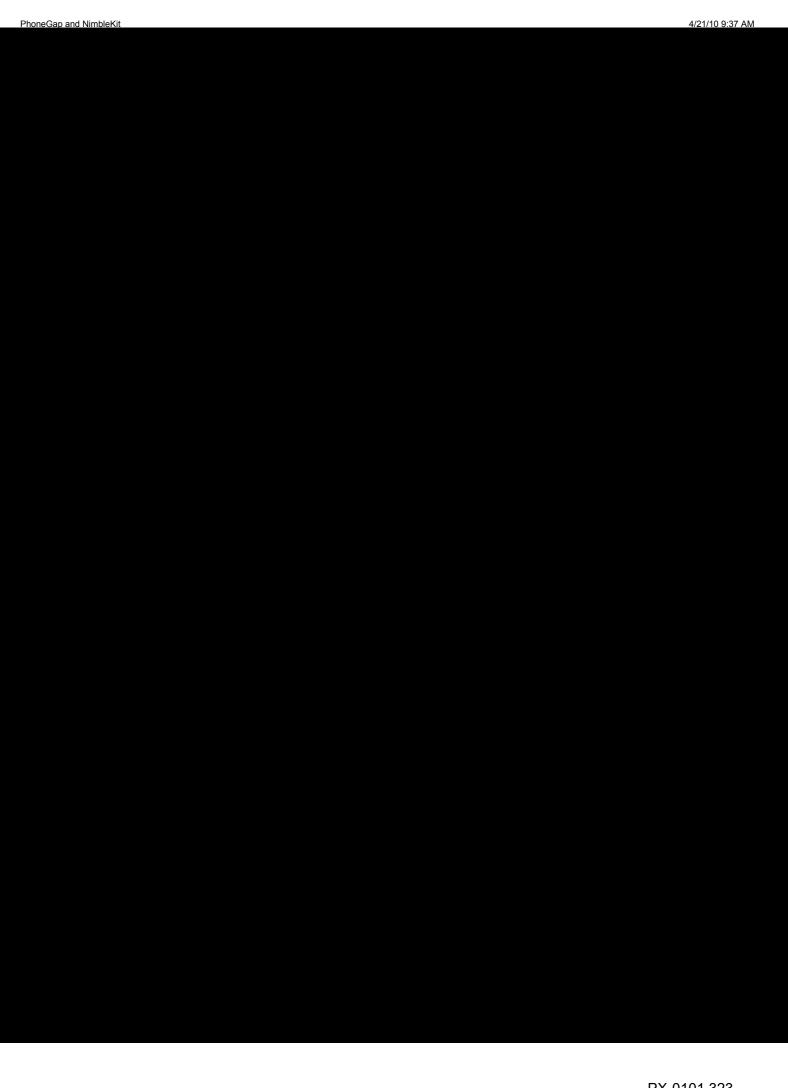


WiFi Private API Usage 4/21/10 9:37 AM WiFi Private API Usage 4/21/10 9:37 AM

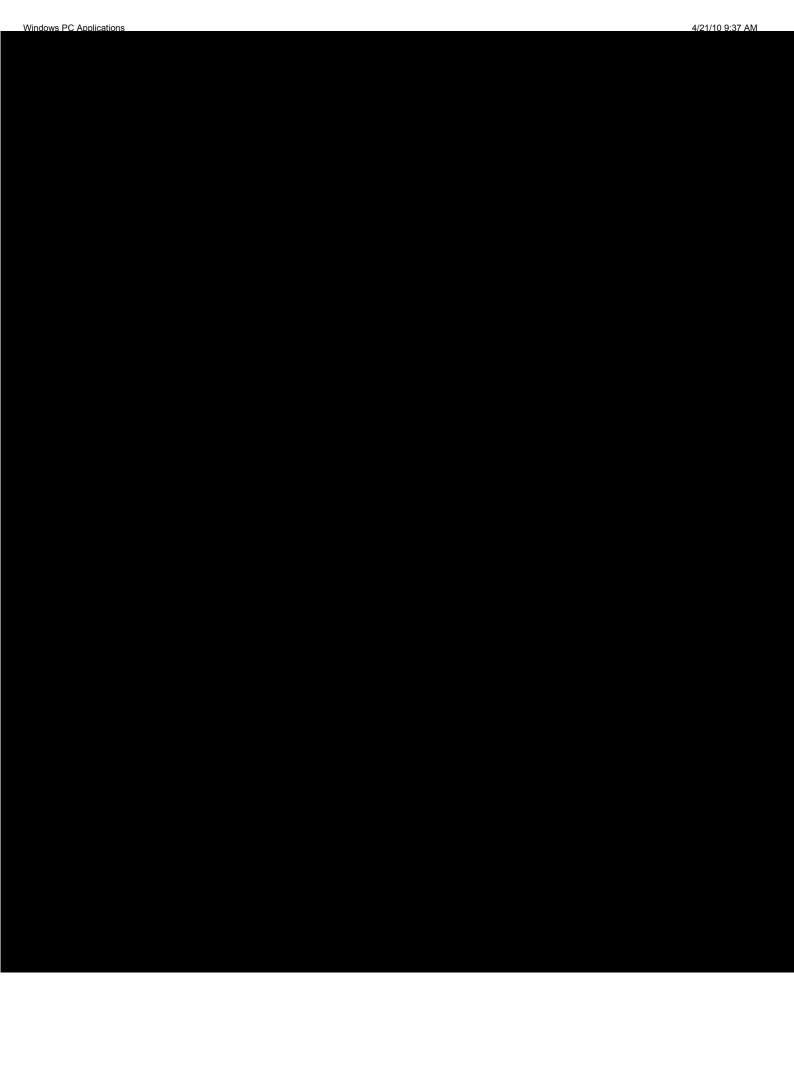


WiFi Private API Usage 4/21/10 9:37 AM

4/21/10 9:37 AM PhoneGap and NimbleKit



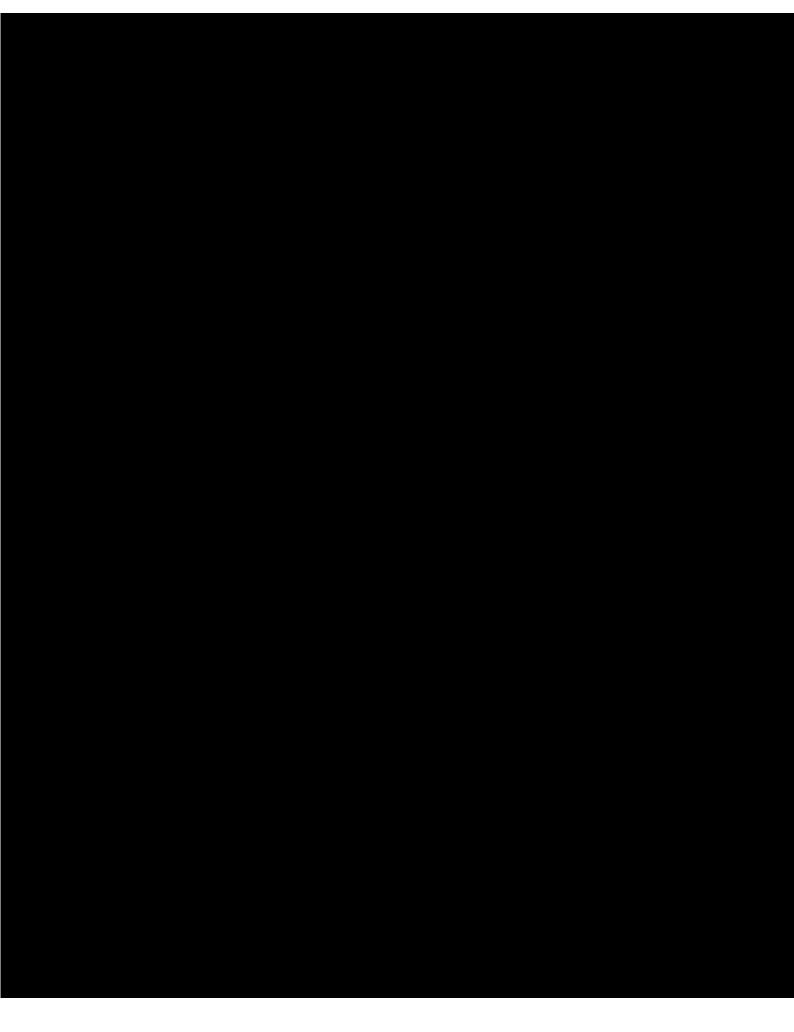
Windows PC Applications 4/21/10 9:37 AM



4/21/10 9:37 AM Reviewing Windows apps

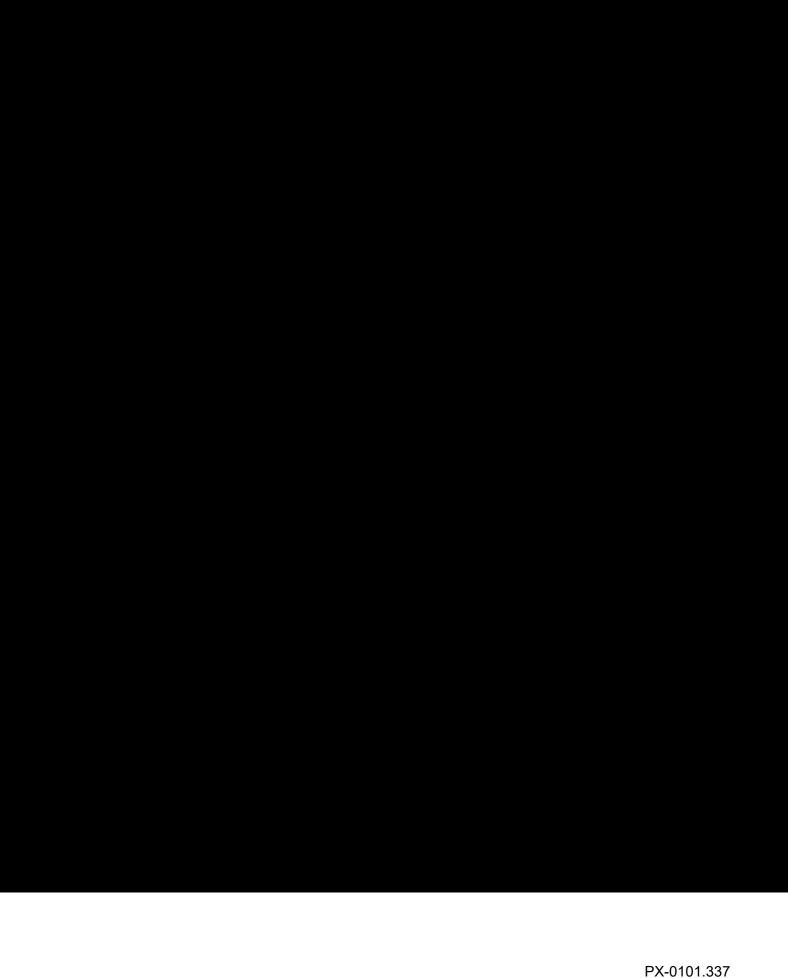
4/21/10 9:37 AM Reviewing Windows apps

Direct iTunes Links 4/21/10 9:37 AM



Google API's/Code 4/21/10 9:38 AM Technical Response: Private APIs 4/21/10 9:38 AM

Technical Response: Private APIs 4/21/10 9:38 AM



4/21/10 9:38 AM Technical Response: Private APIs

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App Store Pricing Matrix 4/21/10 9:38 AM

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